Mawjuud

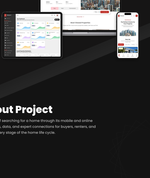
UX Design / UI Design

CASE STUDY FEATURE

Best Way To Sell And Rent The Properties

Mawjuud simplifies the process of searching for a home through its mobile and online platform. Our services offer insights, data, and expert connections for buyers, renters, and sellers at every stage of the home life cycle.

Website | Mobile App | Dashboard



About Project

Mawjuud simplifies the process of searching for a home through its mobile and online platform. Our services offer insights, data, and expert connections for buyers, renters, and sellers at every stage of the home life cycle.

They also wanted to completely rebuild the site structure and visual identity to suit the current time and add many new features to the decline of the real estate market in the UAE.Our goal was to give the site a new design. At the same time, we make it easy to use and simple, despite the presence of many new features

Challenges

The client's goal was to extend their business online with a website design to represent the brand in the best way possible.

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Problems & Solutions

Problems

- Users find it difficult to navigate through the website, especially when searching for specific property details or information.
- Users struggle to find comprehensive details about the property, making it challenging to make informed decisions.
- The website may not be fully optimized for mobile devices, leading to a subpar experience for users who are accessing it on smartphones or tablets.
- The process of buying or renting a property through the website may be overwhelming, with too many steps or unnecessary information required.
- There is a lot of real estate and it is difficult to make a comparison between the properties preferred by the user.

Solutions

- Propose a simplified and intuitive navigation system, possibly with improved categorization and filters.
- Suggest ways to present detailed property information, including high-quality images, floor plans, virtual tours, and neighborhood details.
- Recommend responsive design improvements and optimizations to ensure a seamless experience across various devices.
- Recommend streamlining the transaction process, minimizing steps, and removing unnecessary information to make it more user-friendly.
- We provided a smooth way to add favorite properties and quickly compare them so that the user can choose between which is the best property

Creating Process

Step-by-step process of creating template to the finished.final product and active website

1. Information collect
Before you start collection any information, it's important to know why you're collecting it and how it relates to the demographics, psychographics, and behaviors of your audience will help you manage it all that meet their needs.

2. Wireframe
Create basic elements — like your audience and business goals, key performance indicators, messages, and user stories. Arrange these elements to represent the flow and structure of your design.

3. Sketch
Sketch out your design visually before you start designing in Figma. Just head to your UI design, sure you have a clear images and facing them.

4. UI/UX design
Now it's time to bring your design to life in Figma. Create high-level design of your UI. Choose a color scheme, typography, and imagery that resonates best with your target audience.

Typography

Typography is the art and technique of arranging type to make written language legible, readable and visually appealing.

Popponis

light Regular Medium SemiBold Bold ExtraBold Black

Headline — Poppnis Bold — Font Style
Subtitle — Poppnis SemiBold — Font Style
Body — Poppnis Medium — Font Style
Button — Poppnis Medium — Font Style

Color

Color is a fascinating aspect of our visual experiences. It is the result of the interaction between light, the human eye, and the brain

Primary Colors

Primary Color — Hex #CC2B2D
Primary Color — Hex #FFE1E2
Primary Color — Hex #FFE5E5

Secondary Color

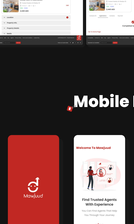
Secondary Color — Hex #2E5AFF

Neutral Colors

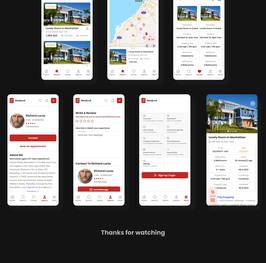
Neutral Color — Hex #1E1E1E
Neutral Color — Hex #1E1E1E
Neutral Color — Hex #F7F7F7
Neutral Color — Hex #F5F5F5
Neutral Color — Hex #E5E5E5
Neutral Color — Hex #767676
Neutral Color — Hex #9B9B9B
Neutral Color — Hex #FFFFFF

Grid System

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Website Review



New Property Steps

Mobile Review

Thanks for watching