

Case Study: Designing for the User

Jade Haldane

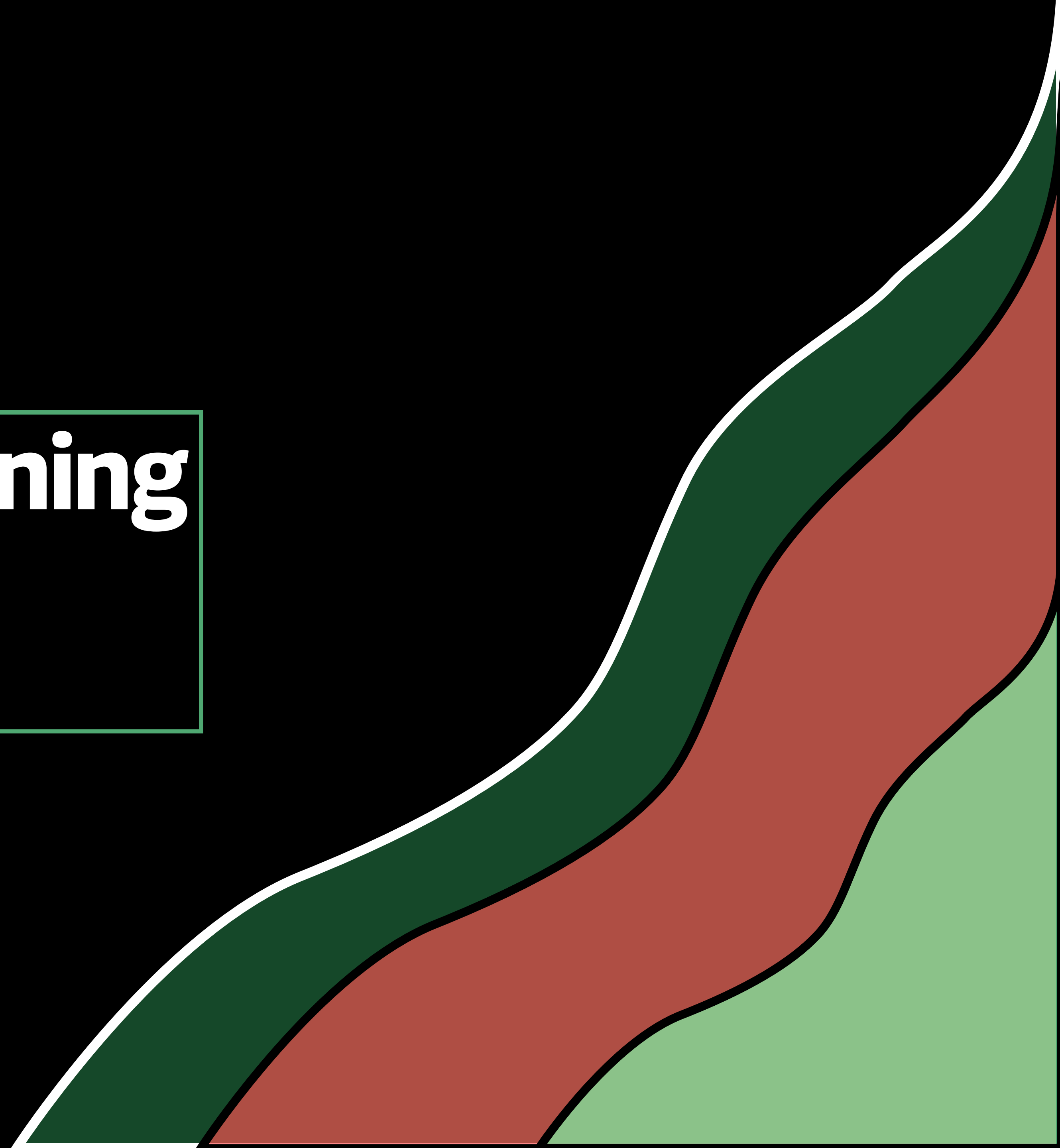


Table of Contents

01 Title Page

02 Table of Contents

03 Project Overview

05 Personas

10 Sitemap

13 Design Solution

20 Conclusion

22 Sources Cited

Project Overview



Project Overview

Throughout my time in school the importance of designing for the needs of the user has been stressed time and time again because it is genuinely the base of design. “The user” is a broad concept of a person that should include accessibility for as many people as possible as well as simple usability. For this study, my focus will be helping a family compare their new home options while they are moving.

Persona Spectrum



Jeff Willsie



Age: 42
Occupation: Electrician
Married, father of two
Traits: stubborn, parental, laid back
Income: 115k a year (60k from him) with a lower middle class home, he works full time so does his wife.

Bio:
Jeff is an electrician working for a small contracting company, he mostly does home electricity. Jeff is a laid back go with the flow type of guy, but he likes to stick to his routines and principles. He likes where they currently live but it's too small of a town for his kids to get the education he thinks will further their careers. He wants his children to pursue non-manual labour jobs.

- Frustrations:**
- Not good enough education for his kids
 - Town is too small to give his kids cultural experiences
 - There are limited work opportunities in a small town

- Goals/ Motivations:**
- He wants his children to have great academic opportunities and pursue them
 - He wants to open his own contracting business eventually
 - He wants to be around more shops so the family can rely less on a car

Constraints:	
Situational	Needs to commute to work
Temporary	Leg injury from work
Permanent	N/A

Veronica Willsie



Age: 40
Occupation: Receptionist
Married, mother of two

Traits: unhappy, anxious, smart

Income: Total: 115k a year (55k from her) with a lower middle class home, she works full time so does her husband.

Bio:
Veronica works as a receptionist in a small health clinic, she enjoys her job and wants to continue to do it. However, she does not like working in this small town she wants more recognition for her work and wants a bigger and better life. Her current house has too many stairs as well, she has weak knees and needs a cane for long distances and stairs make it worse. She is frustrated her husband hasn't built the deck with a ramp she asked for to fix this.

- Frustrations:**
- The house is too ugly and weirdly shapes
 - Mowing a big lawn takes too much time and too many tools
 - There are limited work opportunities in a small town

- Goals/ Motivations:**
- She wants a house that looks good inside and out
 - She wants a home with an accessible entrance
 - She wants stores that will actually be close enough for her to get to with a limited walking distance

Constraints:	
Situational	Needs a cane when too tired
Temporary	Eye strain injury from work
Permanent	severe anxiety

Alex Willsie



Age: 17
Occupation: Student
Child, two married parents
Traits: curious, independent, silly
Income: Total: 115k a year from parents with a lower middle class home.

Bio:
Alex is a student and athlete living at home with his parents and sister. He doesn't really care what the house looks like as long as he has his own room but he doesn't like that they live in the middle of nowhere. He runs track in school but his mom won't let him run in their area because cars aren't careful enough, this frustrates him to no end. He hopes to gain some independence soon as he is tired of his mom being overbearing.

- Frustrations:**
- They live too far away from things for him to do on his own
 - His mom says he can't get a part time job unless it's very close to home
 - He wants to be able to exercise in a park near home for practice

- Goals/ Motivations:**
- He wants to go to a decent school with good athletics
 - He wants to have a good area to exercise to practice for track
 - He wants to have part time job opportunities in the summer

Constraints:	
Situational	Does not pay attention
Temporary	Broken leg
Permanent	N/A

Isabella Willsie



Age: 12
Occupation: Student
Child, two married parents
Traits: smart, creative, playful
Income: Total: 115k a year from parents with a lower middle class home.

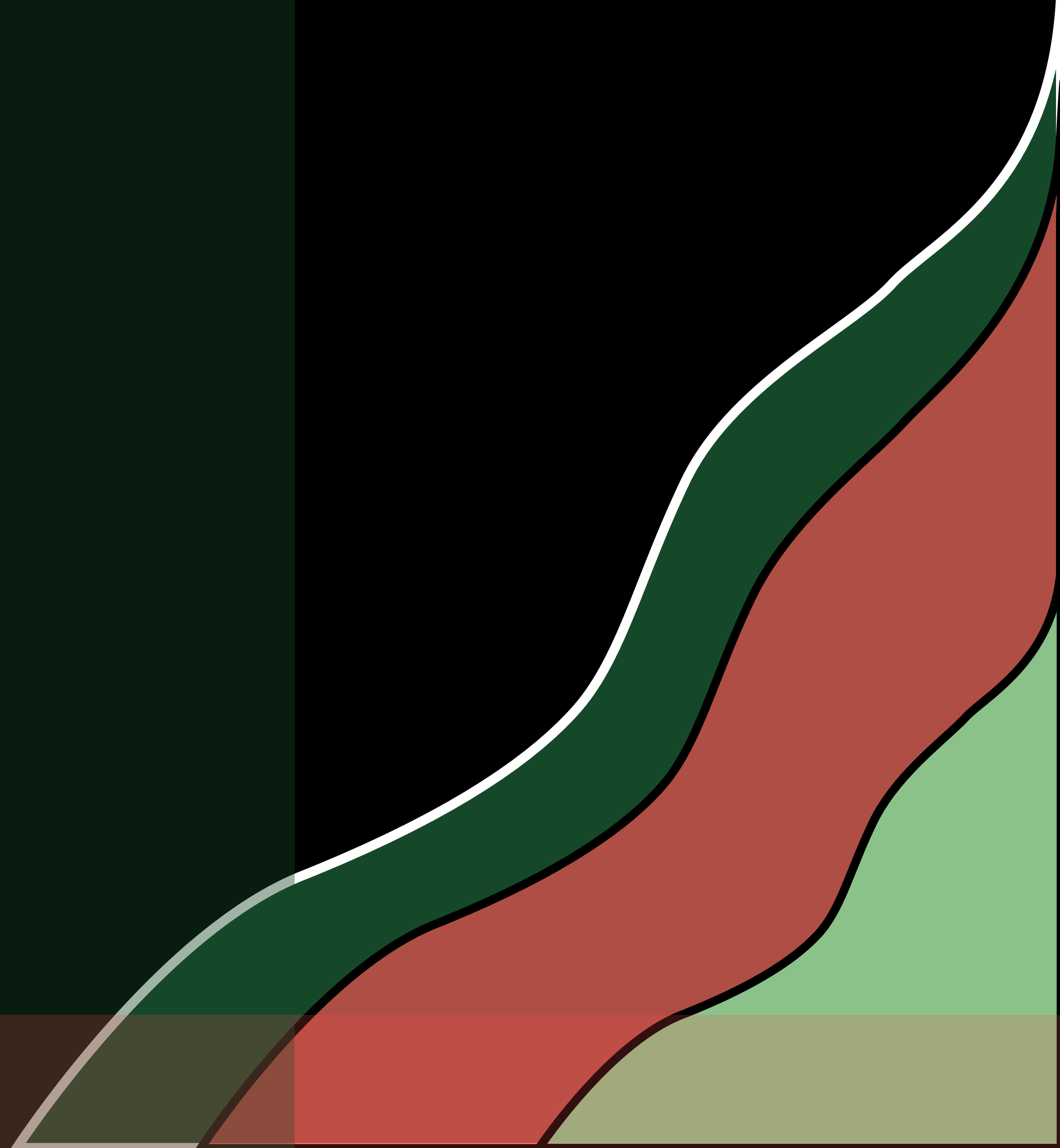
Bio:
Isabella is a budding artist who loves playing with her friends, dogs, and art. She really enjoys being outside to play with friends, practice gymnastics, and even to draw. She enjoys her hobbies and spending time with her family but she is not very school oriented and it's never a priority for her.

- Frustrations:**
- The house isn't near any parks so she doesn't get to see many dogs
 - There just isn't anything interesting nearby to draw or anywhere cool to draw
 - She hates the idea of sharing a room with her brother, she wants her own space

- Goals/ Motivations:**
- She wants to live up high so she can see the city
 - She wants to be near a park so she can get a dog someday
 - She wants nice green space to hang out and draw in

Constraints:	
Situational	Can't remember directions
Temporary	N/A
Permanent	Has a CPAP machine

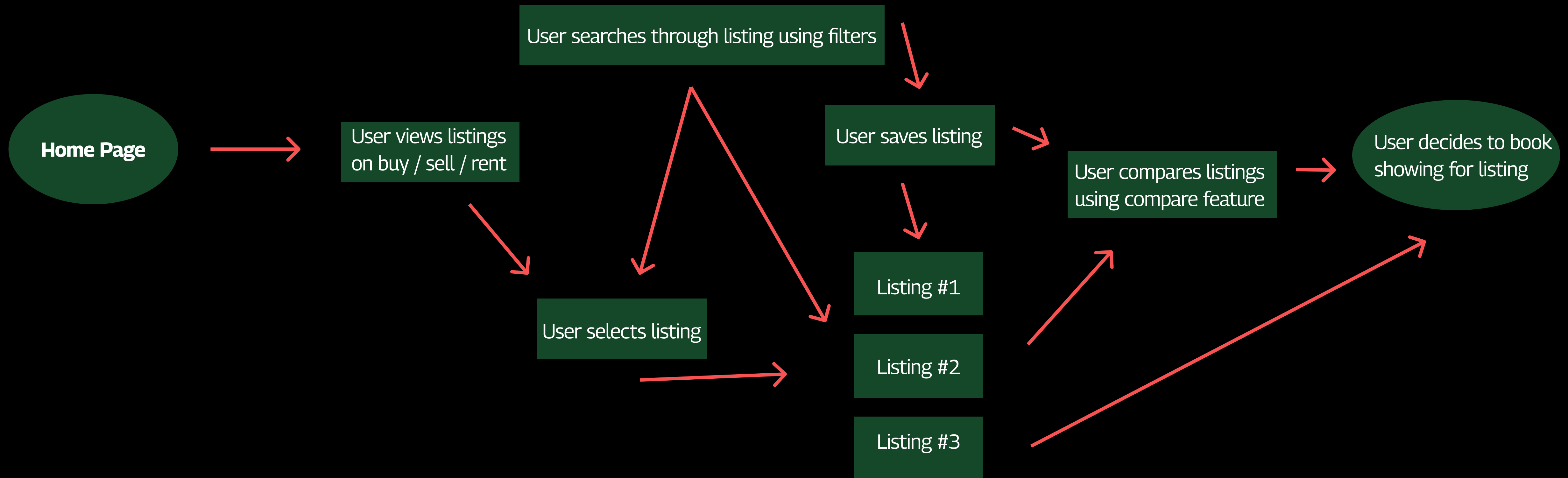
Sitemap & User Flow



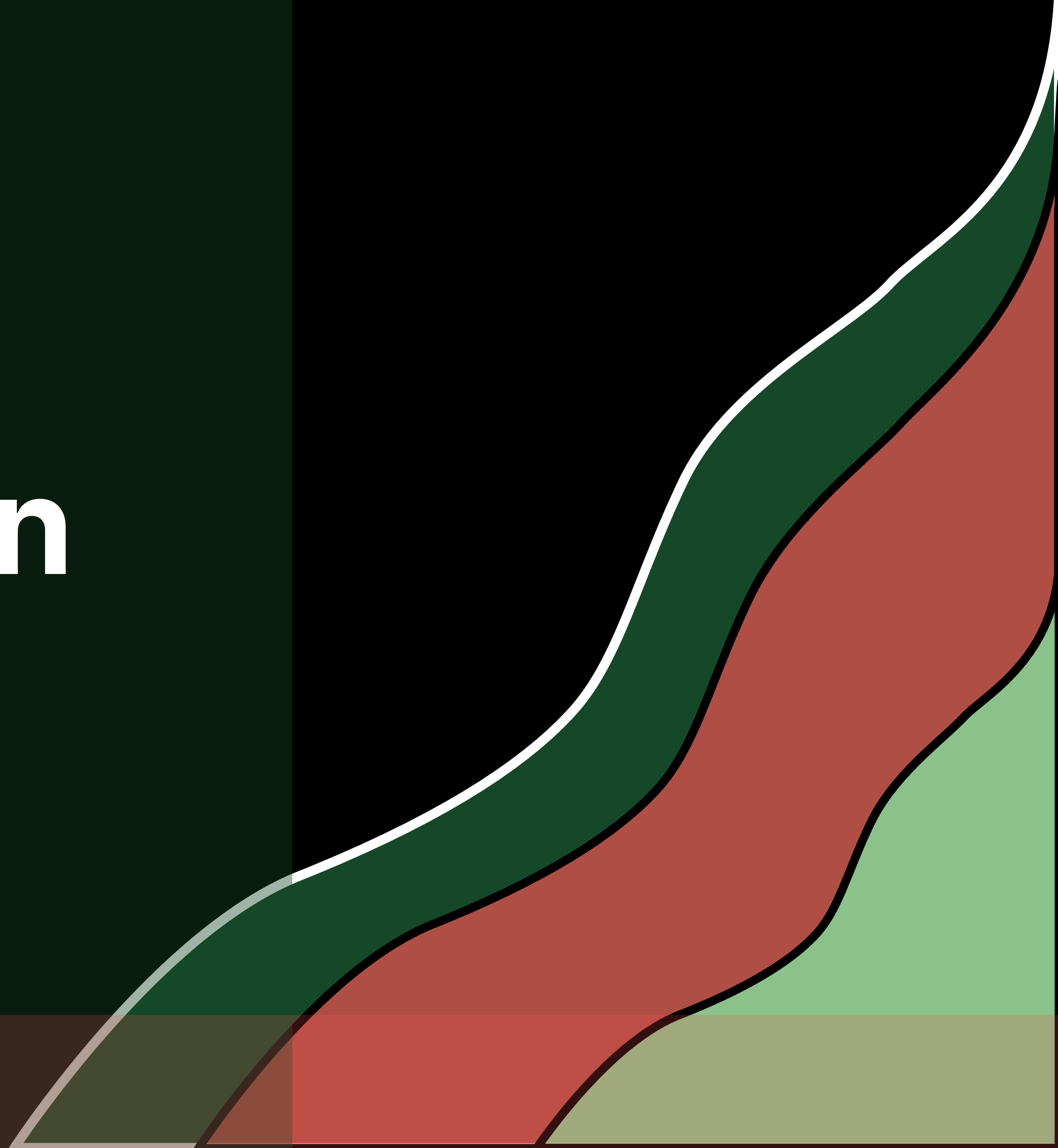
Sitemap



User Flow

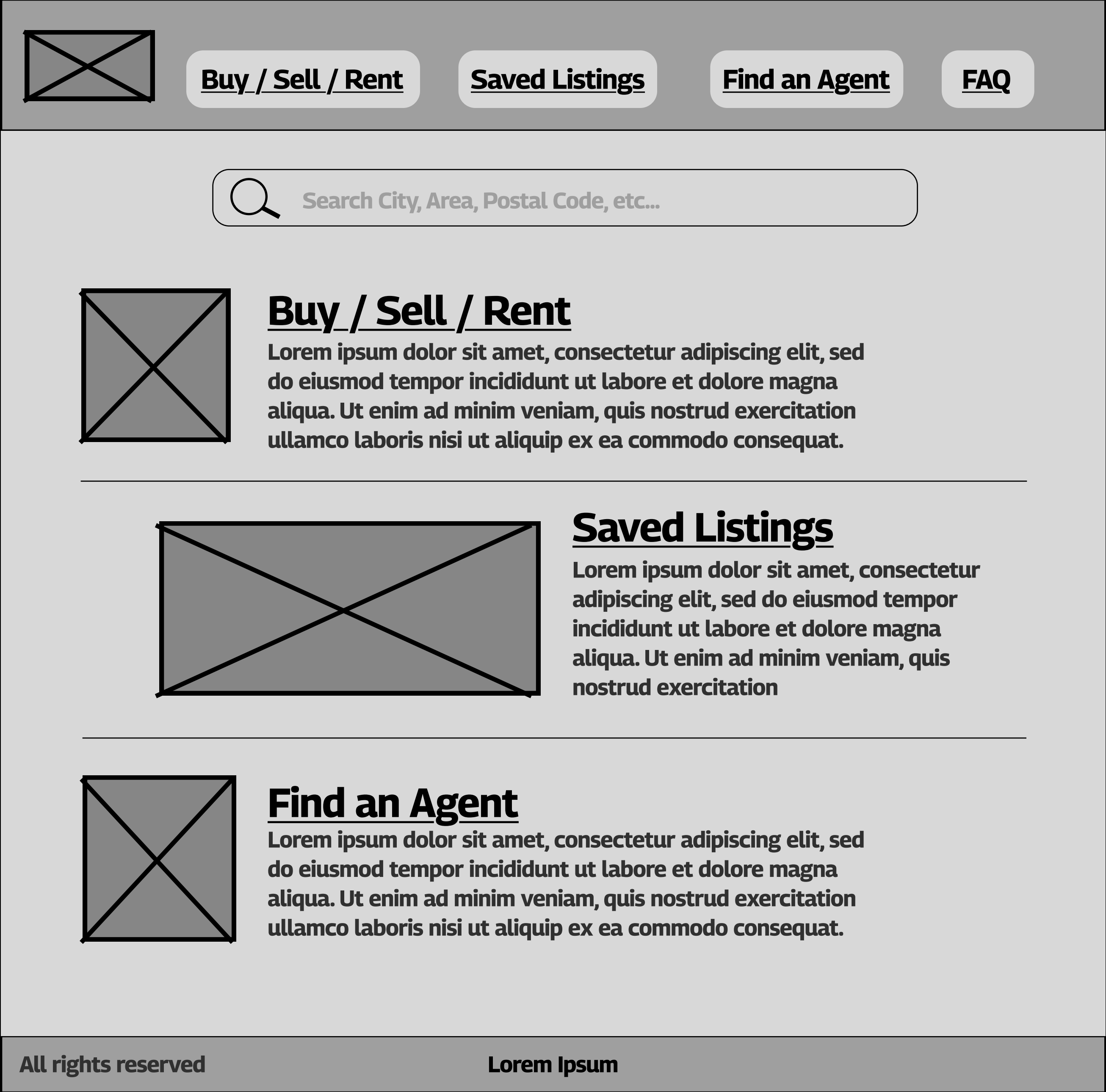


Design Solution



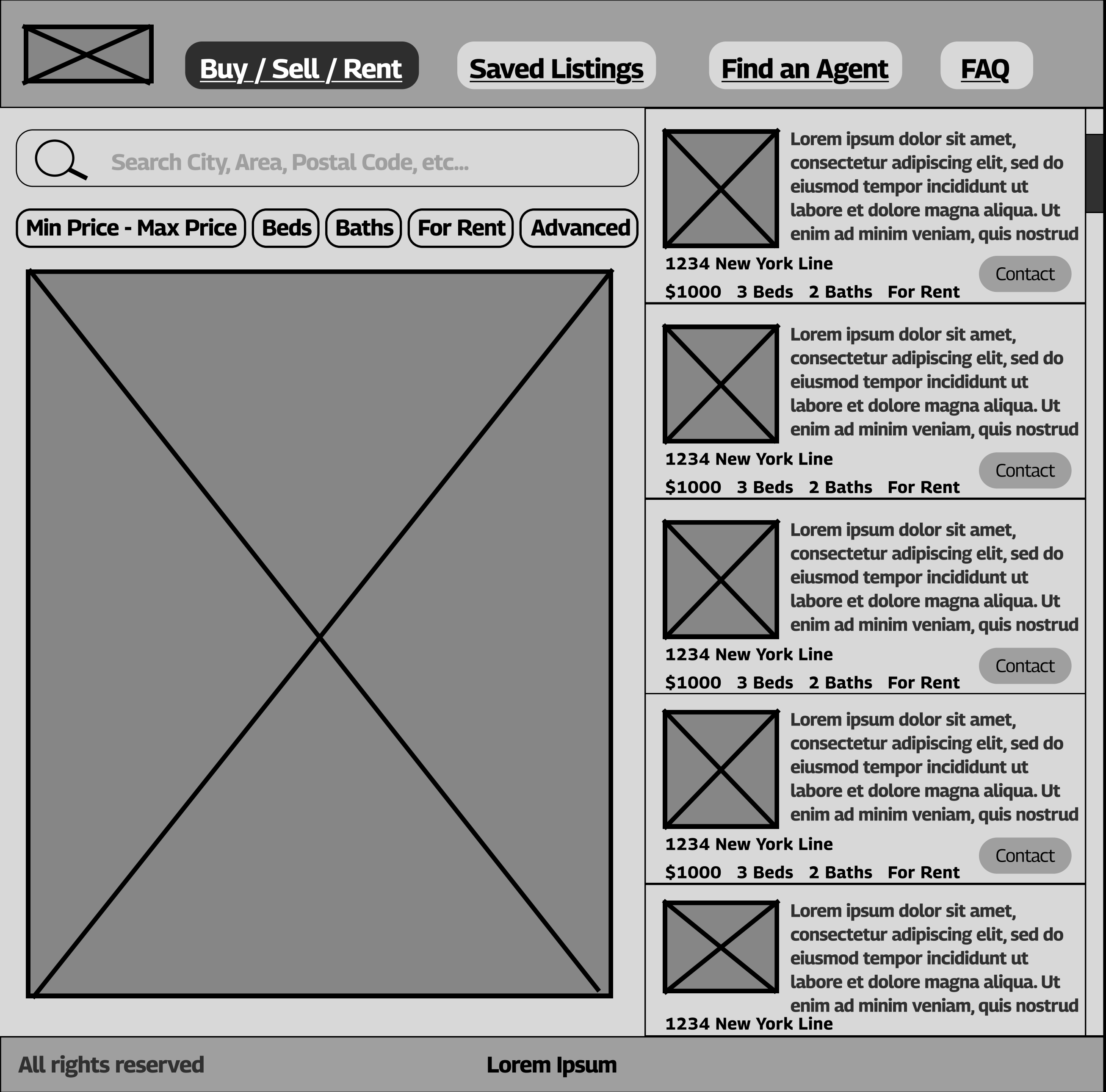
Wireframe: Home Page

The home page is very open ended so that it isn't overwhelming to the user, but still clearly displays the needed information.



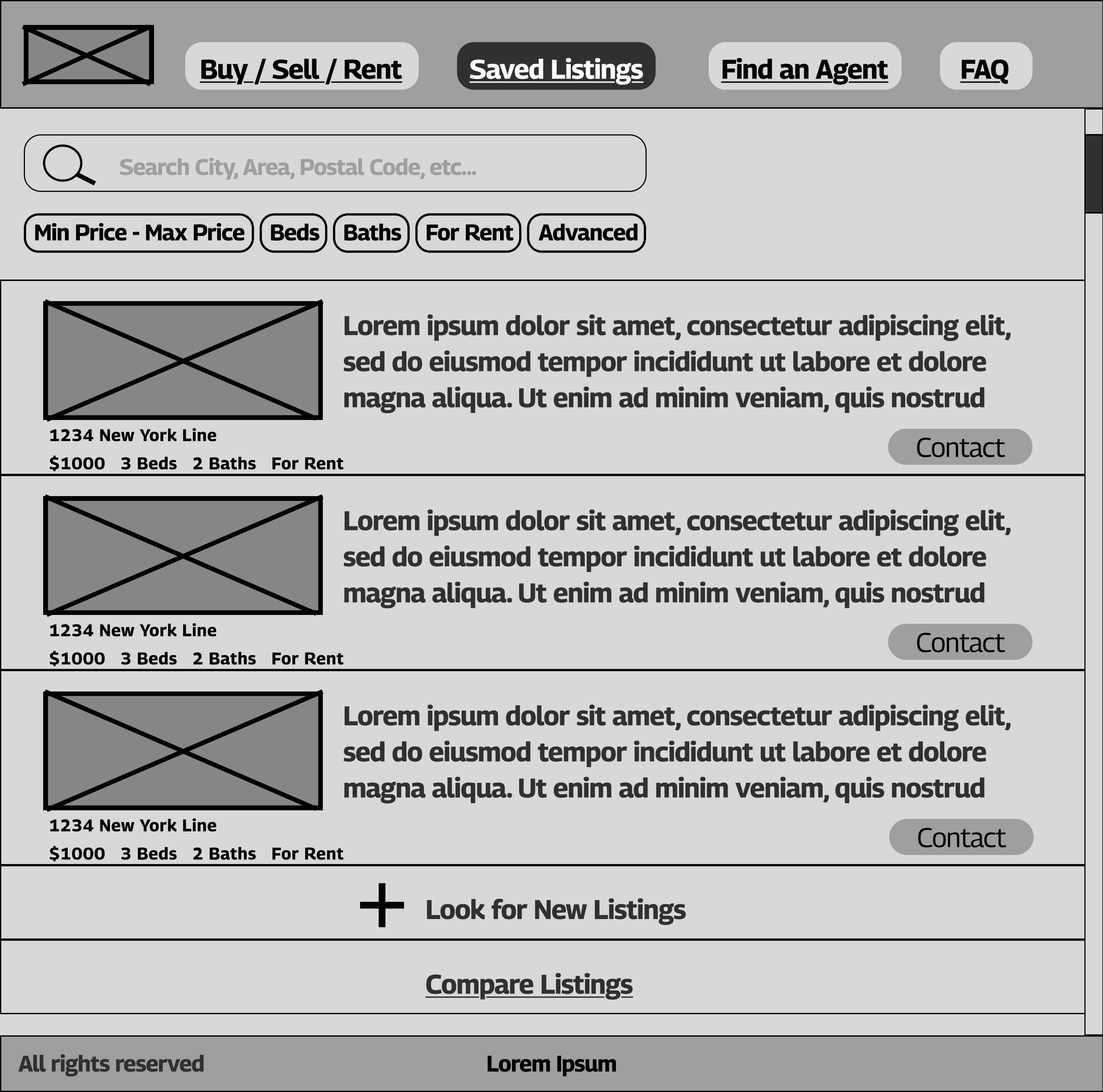
Wireframe: Buy / Sell / Rent

The search page has a lot of possible filters and visible information in order to fully inform the user's of the things they want to know.



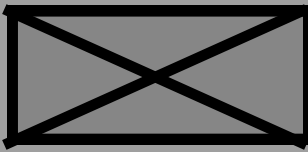
Wireframe: Saved Listings

One of the best features in an application dealing with real estate is an ability to save listings for later in an easy to see and reach area. This means the user does not have to worry about remembering each listing.



Wireframe: Compare Listings

One of the best features in an application dealing with real estate is an ability to easily compare listings as it's hard to remember the details. This greatly improves the user experience by easily helping the user sort through information.



Buy / Sell / Rent

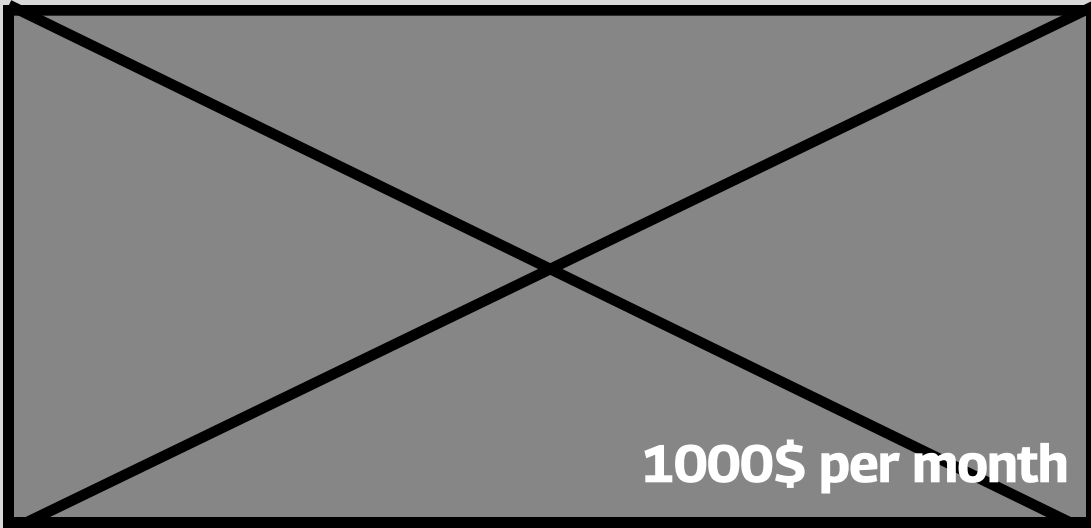
Saved Listings

Find an Agent

FAQ

Compare Listings

[Back](#)



1000\$ per month

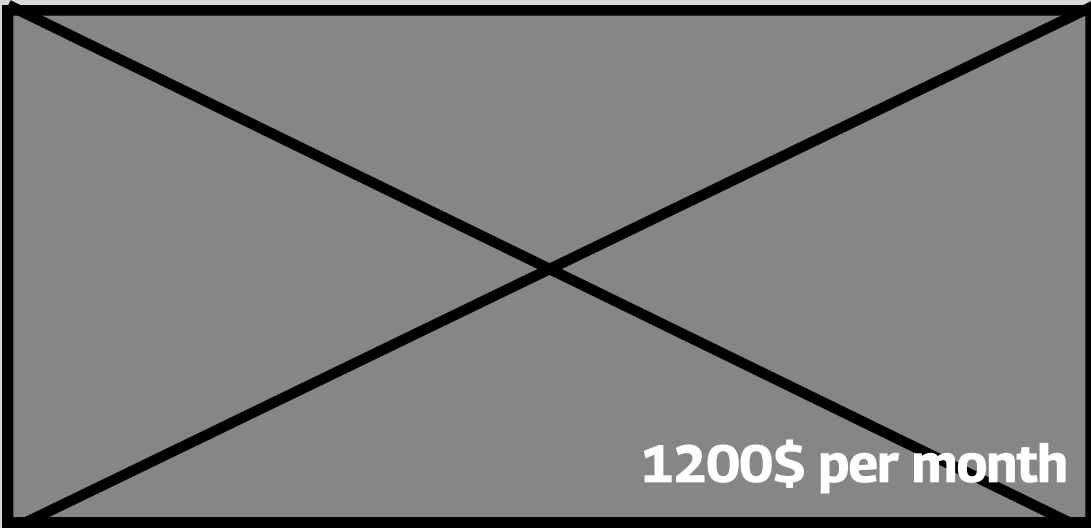
1234 New York Line, New York City, New York, USA

3 Beds 2 Baths

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1200\$ per month

124 New Line, New York City, New York, USA

5 Beds 2 Baths

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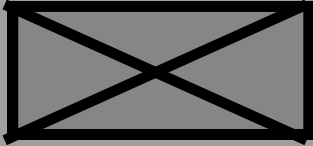
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Wireframe: Find an Agent

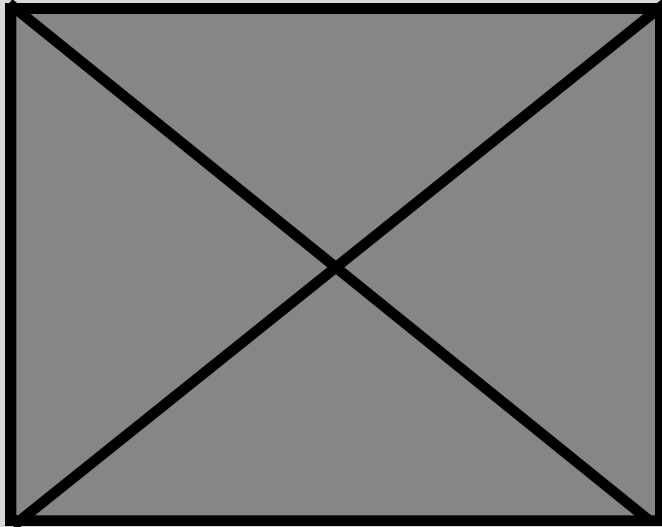
If the user wanted to pursue their business with the site with the assistance of an agent or simply had questions, this would be where they could easily locate that.



[Buy / Sell / Rent](#)[Saved Listings](#)[Find an Agent](#)[FAQ](#)

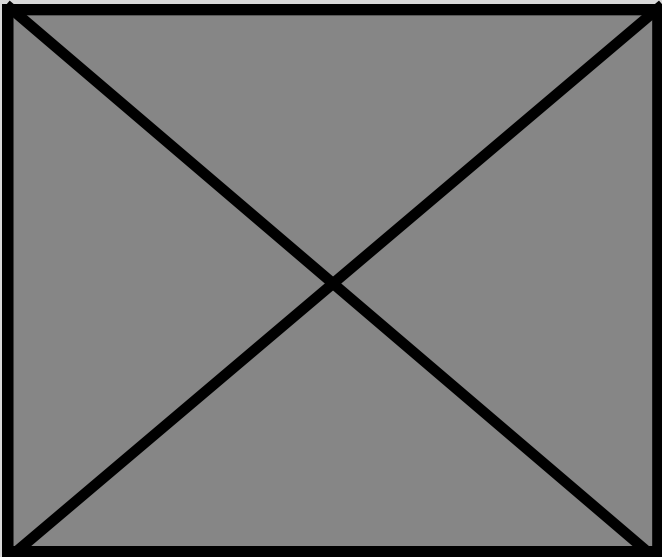
Meet Our Agents!

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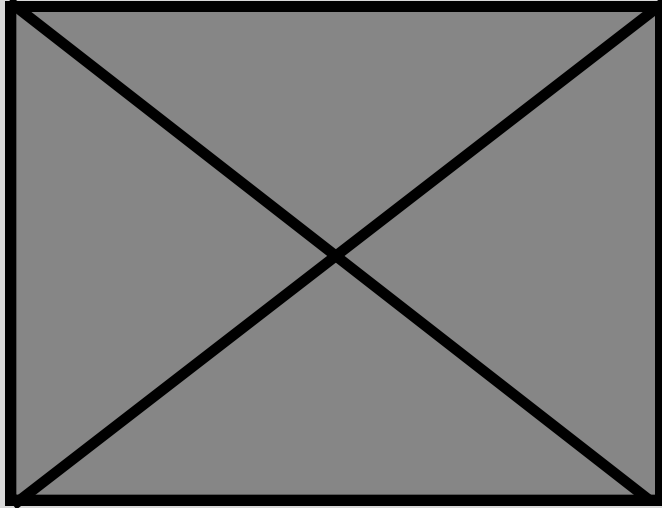
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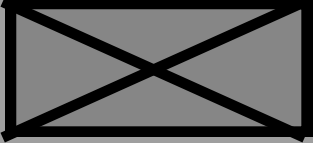
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Wireframe: FAQ

Even though I would say all the information is clearly listed users may still run into questions they can't easily find answers for, those would be answered right here.



Buy / Sell / Rent

Saved Listings

Find an Agent

FAQ

Frequently Asked Questions

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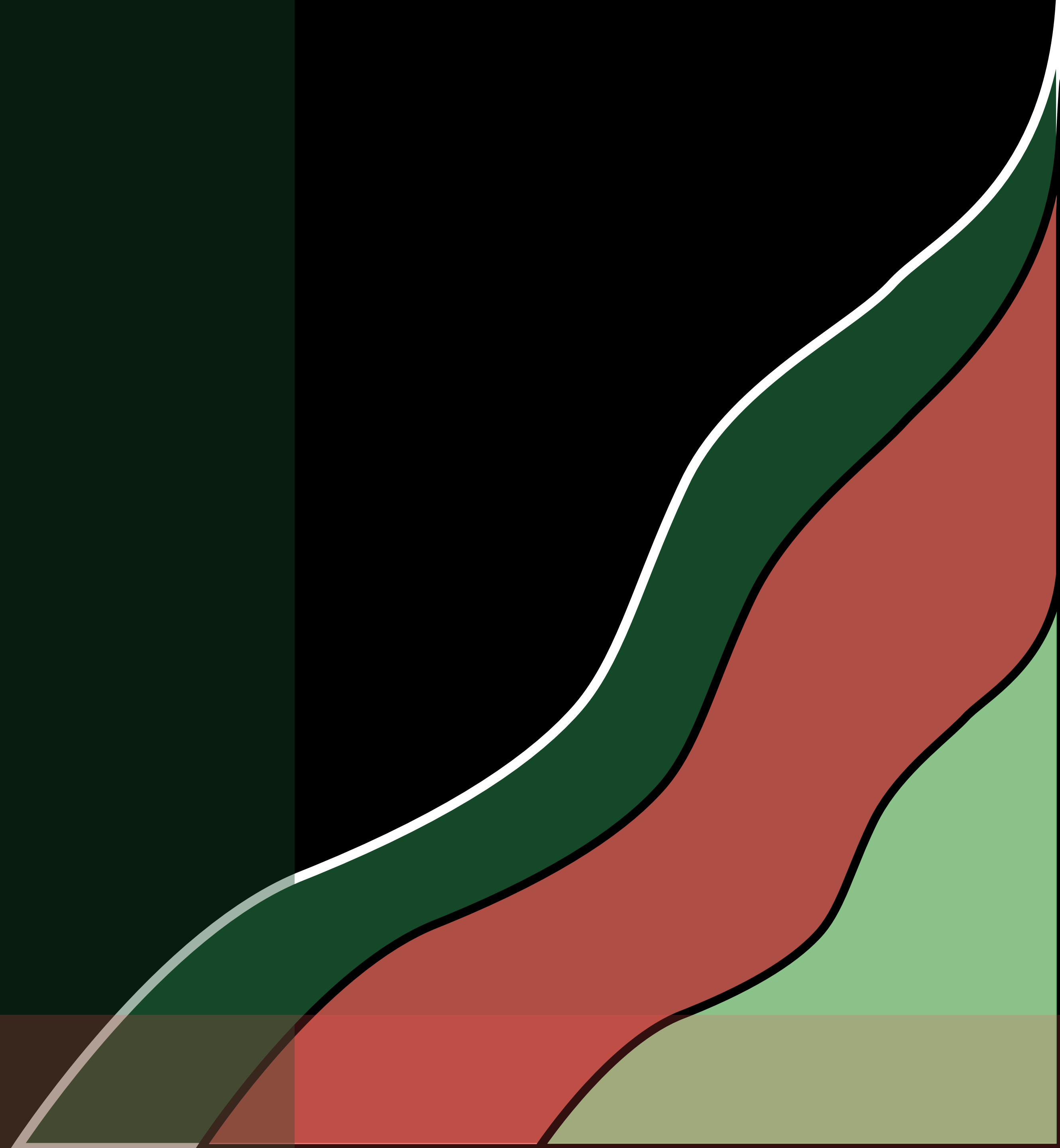
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Conclusion



Conclusion

Designing for the user had become more difficult for me over the course of my learning because previously I simply did not understand what a user needs and so it was easy to ignore. Prior to this study I had begun to feel that I was not capable of making a site well designed enough to try suit the needs of a user.

Users rely so heavily on information architecture it truly defines most of their experience, if information is poorly displayed or hard to find many users give up. I see this happen regularly even with well tested interfaces such as a self checkout menu where things are too confusing and hidden so the user preemptively gives up.

During this study I feel that something about this process really clicked for me even though I had already known it I had previously failed to use it to it's full potential. I feel like I have a much more solid understanding of how my designs need to serve the user and I understand now the tools I have been taught to accomplish well designed work.

Sources Cited

“This Person Does Not Exist.” Thispersondoesnotexist.com, 2018, thispersondoesnotexist.com/ .

Zillow. “Zillow: Real Estate, Apartments, Mortgages & Home Values.” Zillow, 2025, www.zillow.com/.