



HANIN REALTY is for clients, to assist them in the total home buying and selling process including property rental management.

We have been working to assist clients find suitable mortgage, lending, home insurance, notary, inspector and Investment Company.



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INTRODUCTION

Hanin Real Estate is for clients, to assist them in the total home buying and selling process including property rental management.

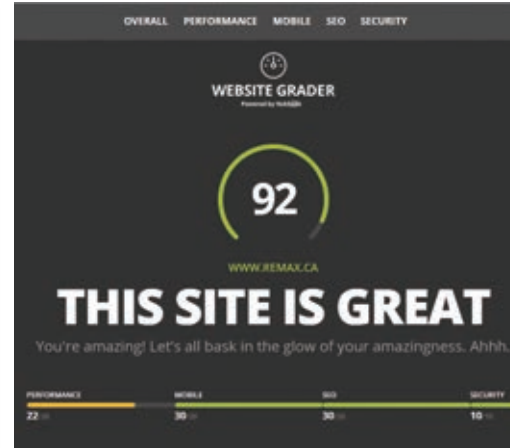
The company has been working to assist clients find suitable mortgage, lending, home insurance, notary, inspector and Investment Company.

It is launching own website. Now, the company links to some website such as realtor.ca and burnabynorthroad website.

(<https://www.realtor.ca/Commercial/OfficeDetails.aspx?OrganizationId=257622>
<http://burnabynorthroadbia.ca/businesses/hanin-realty-ltd/>)

New website will provide users an easy tool to search properties and get information. It is not only real estate but also related business, supporting organization and events.

COMPETITIVE ANALYSIS I - RE/MAX



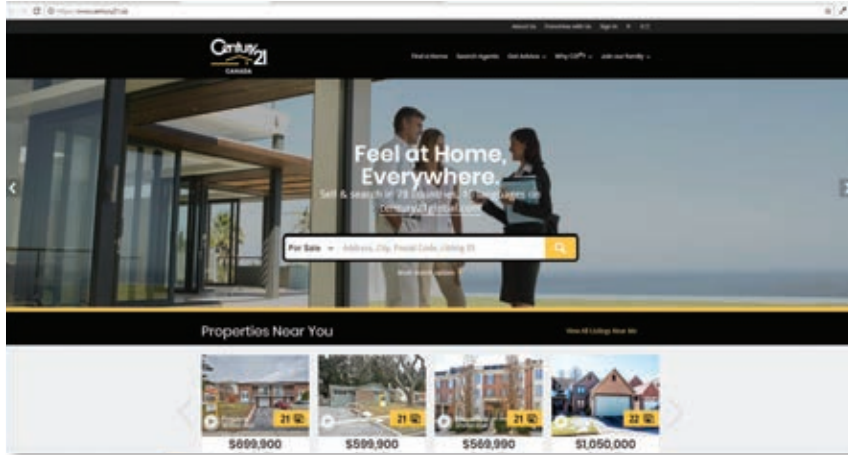
PROS

- ✓Very well organized Navigation bar
- ✓Easily exposed Search Bar on the homepage to find properties quickly
- ✓New listing is showing on the homepage with picture and pertinent information

CONS

- ✓Most pages load slowly
- ✓A lot of information is not organized like text book
- ✓There are no social media icons (hard to find out social media)

COMPETITIVE ANALYSIS II - Century21



PROS

- ✓ Well organized global and local navigation bars
- ✓ Activate social media content linked on the website
- ✓ Provides properties near me on homepage

CONS

- ✓ Some pages are not available to get in
- ✓ Some pages load very slowly
- ✓ Home page main slideshows with too much clutter on the images

GOALS & USER TASKS

SHORT-TERM GOALS

- ✓ The new website will expose clients and prospects through Search Engine Optimization and social media.
- ✓ Users can easily search and find desired properties.
- ✓ Users request information through the contact form.

LONG-TERM GOALS

- ✓ Increase membership registration.
- ✓ Users can download the website App easily and access frequently.
- ✓ Users linked the website by their social media.
- ✓ Users recognize the company total service of buying and selling properties.

USER TASKS

- ✓ Search for desired real estate
- ✓ Find new property listings
- ✓ Find event information
- ✓ Find related business
- ✓ Find and follow social media
- ✓ Register membership

USER SCENARIO



Mark and Sally Taylor

Ages 38 & 35

Married for 8 years with 2 kids.

Mark has been working computer engineer for 10 years downtown Vancouver. Sally is house wife and homeschooling 2 kids, one is 5 years girl and the other is 6 years boy. They have been renting 2 bedroom and 2 bathroom apartment in Burnaby for 8 years. The kids are using the same room but they are growing up and need their own room. Mark also needs a home office for work.

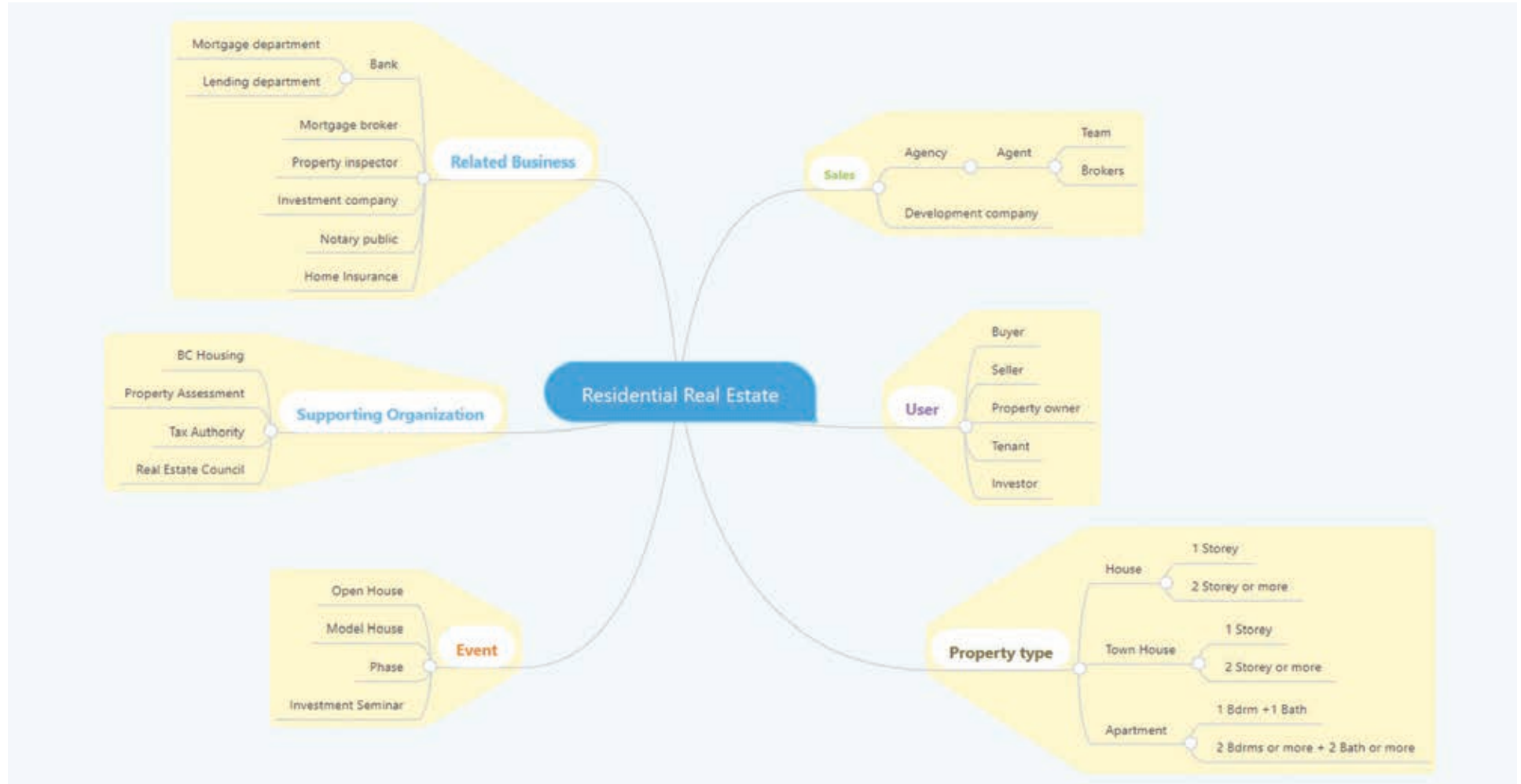
They are looking for a single family home. They are first home buyers and super excited to get their own home. But, both of them have no idea how to begin. Mark starts to search homes and mortgage on-line. He is having difficulty finding the right information. Sally shares her story and worries on Facebook. One of her followers reply to her how to get their first home satisfactorily with linked Hanin Real Estate website.

Sally does not believe their story from on-line. She opens the website and starts to search homes. But she does not want to be a member directly. It is really easy to find homes that she wants by search tool. She gets information about open house schedules. She also figures out the steps to buy a home conveniently. The most impressive thing, is the website arrangement displays the company total home buying service.

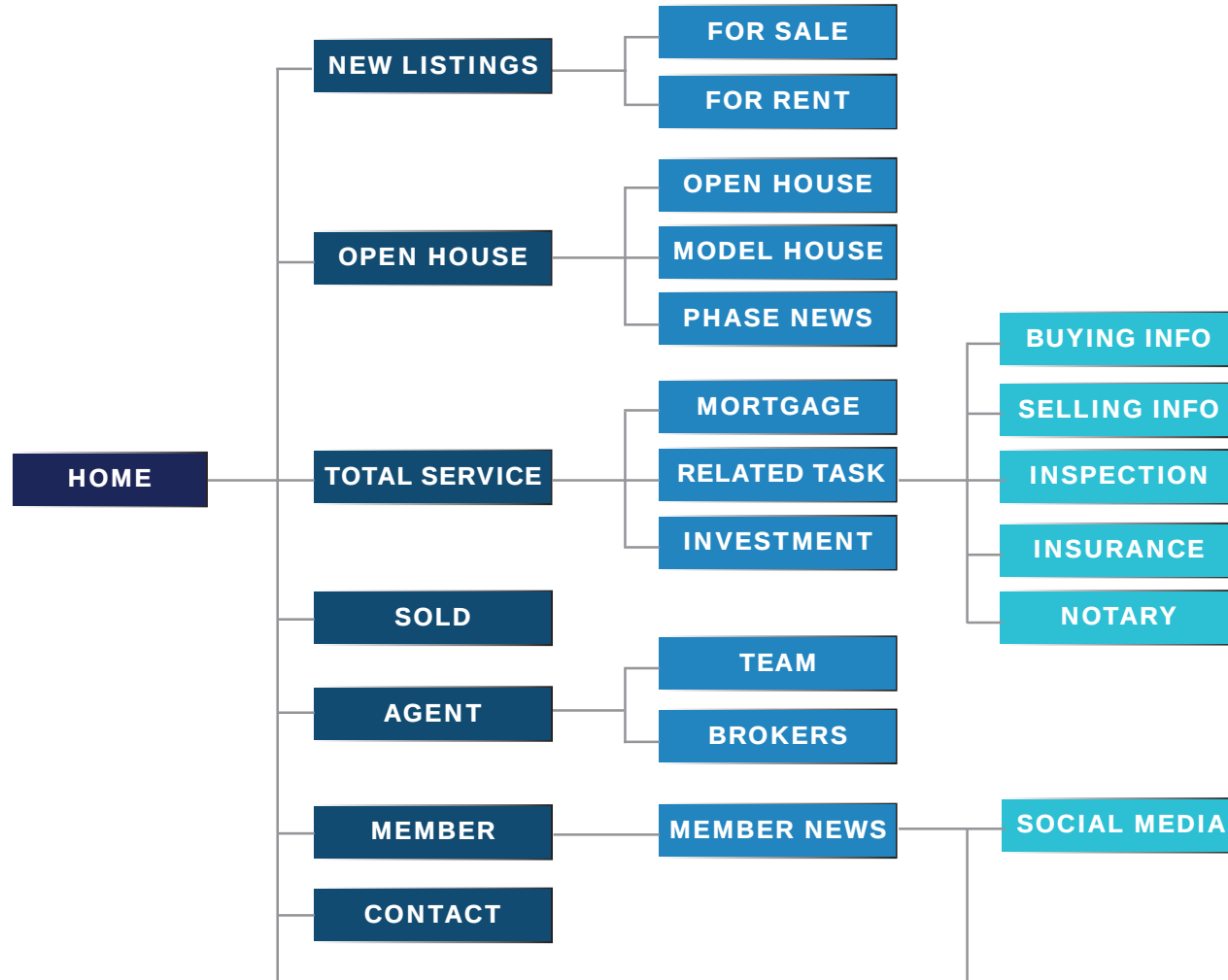
Mark and Sally request more information through the contact form on the website. One of the team works with them to get satisfactory results. It's not only finding the home, but also assisting to find suitable mortgage, home insurance, notary and inspector.

Finally, Mark and sally buy a 4 bedroom + den and 3 bathroom house in Maple ridge. Mark makes a home office in the den. He works 4 days at home and only one day downtown a week. One of the bedroom and bathroom is a basement suite for rent. They request rental management from Hanin Real Estate. Sally shares her first home buying story on social media such as face book, twitter and instagram by linking the website. She has a membership now.

CONCEPT MAP



SITE MAP



FACETS

USERS EASILY GET PROPERTIES AND GET INFORMATION THROUGH WEBSITE.

1. SEARCH LISTINGS

- ✓ Buying, Selling and Rental
- ✓ New listings, Sold listings

2. PROPERTY TYPES

- ✓ House, Town House and Apartment

3. AGENT TYPES

- ✓ Team, Brokers

4. EVENT INFORMATION

- ✓ Open house, Model house, Phase news and Investment seminar

5. RELATED BUSINESS

- ✓ Bank, Mortgage broker, Property inspector, Investment Company, Notary public and Home Insurance

STYLE TILE

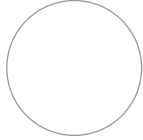
COLOR



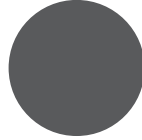
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→rgb(111, 174, 227)



rgb(0,0,0)



rgb(255,255,255)



rgb(89, 90, 92)



rgb (205,197,190)

LOGO



Color: logotype
rgb(89, 90, 92)

Size: width 152pixes X height 50pixes

image save - SVG

Color: symbol (gradation color)



BUTTON & ICON

Desktop button



Mobile button



Social media icon



Credits button



TYPOGRAPHY

HEADLINE

h1: font type - Aria / font size - 35pt
font color - rgb(255,255,255)

SUBTITLE

h2: font type - Aria / font size - 22 pt
font color - rgb(89, 90, 92)

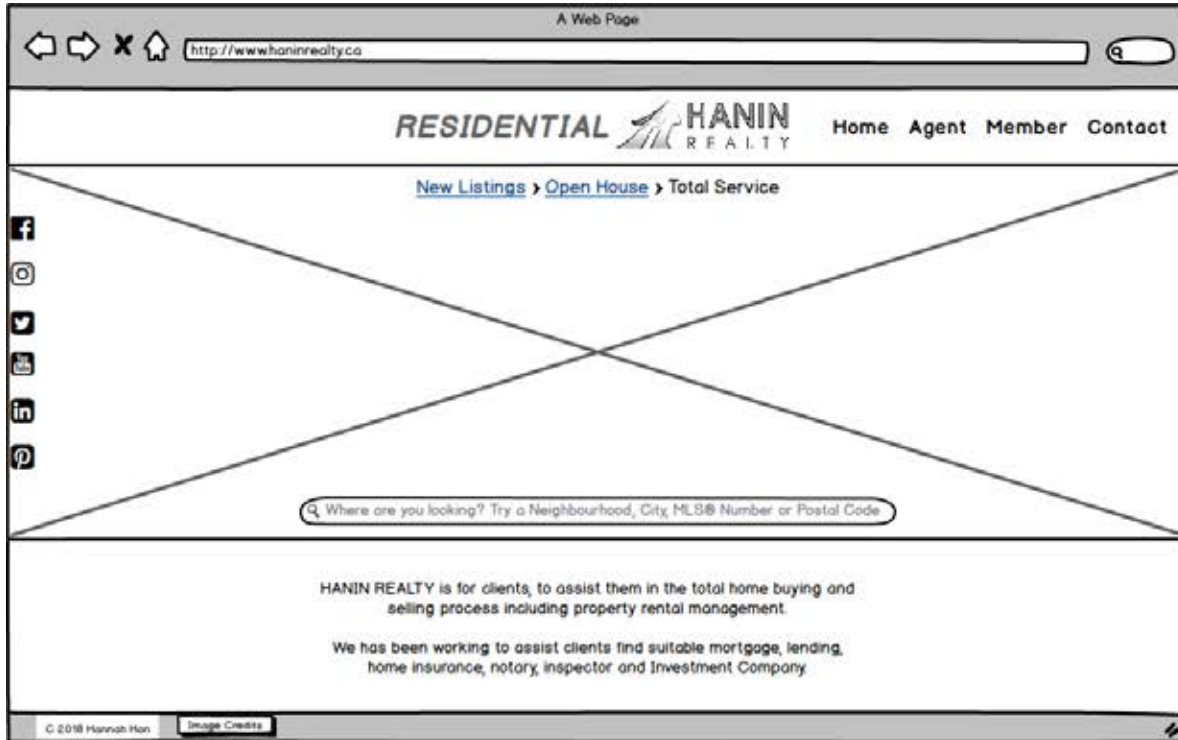
HANIN REALTY is for clients, to assist them in the total home buying and selling process including property rental management.

body: font type - Aria / font size - 12pt
font color- rgb(0,0,0)

We has been working to assist clients find suitable mortgage, lending, home insurance, notary, inspector and Investment Company.

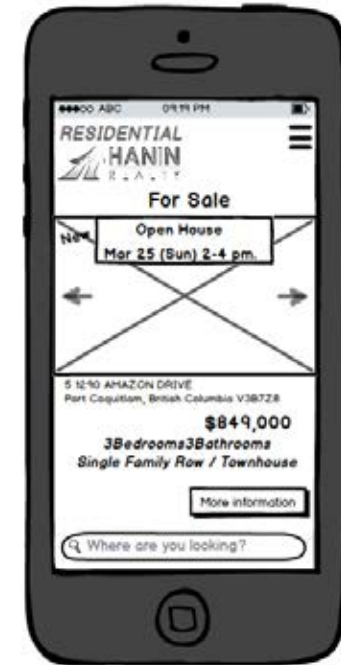
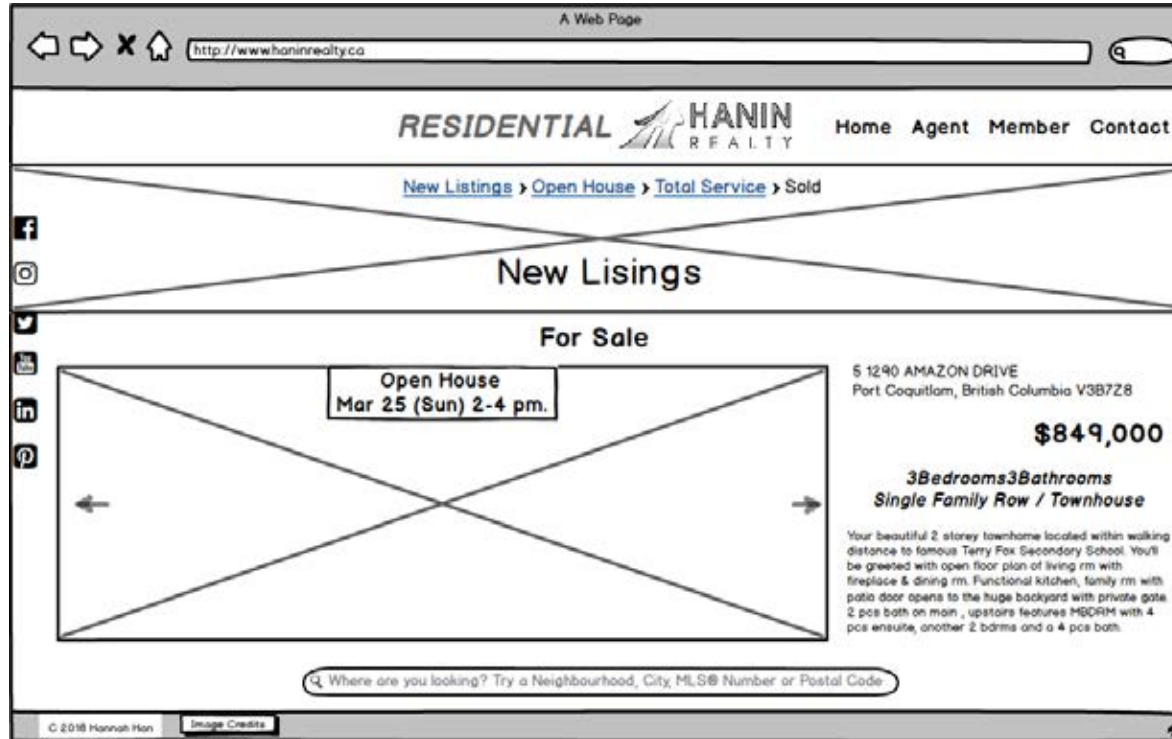
WIRE FRAMES - *Desktop & Mobile*

HOME



WIRE FRAMES - Desktop & Mobile

NEW LISTINGS



WIRE FRAMES - *Desktop & Mobile*

CONTACT

A Web Page

http://www.haninrealty.ca

RESIDENTIAL HANIN REALTY Home Agent Member Contact

[New Listings](#) > [Open House](#) > [Total Service](#) > Sold

Contact

We would answer any questions you may have about home. Reach out to us and we would respond as soon as we can.

E-mail: info@haninrealty.ca
Phone: +1 778 888 8888 / Toll Free: 800-888-8888
Address: 888-88St Vancouver BC

Name:

Email:

Comment:

Please leave a comments...

Send

View larger map

Map

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RESIDENTIAL HANIN REALTY

Contact

E-mail: info@haninrealty.ca
Phone: +1 778 888 8888
Toll Free: 800-888-8888
Address: 888-88St Vancouver BC

Please send your information. We would contact you shortly.

Name:

Email:

Comment:

Please leave a comments...

Send



Design Brief

by Hannah Han 2018