Proprietary + Confidential

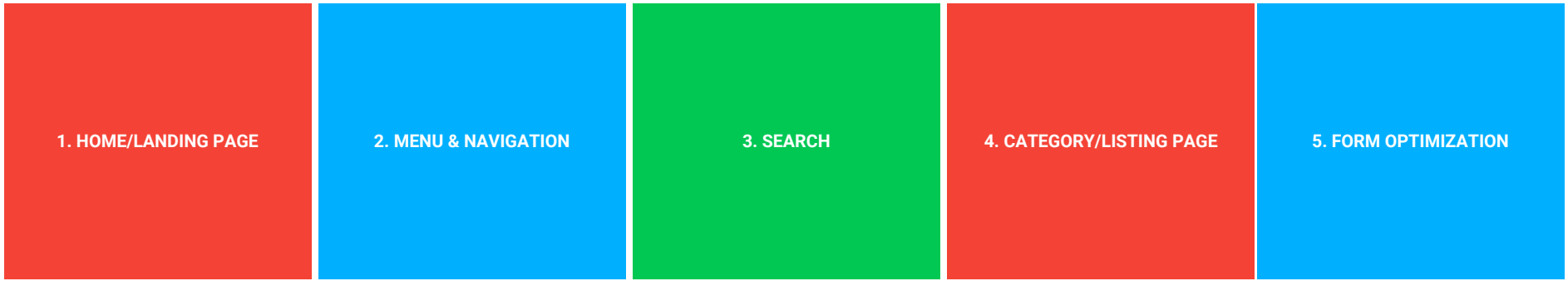
UX Playbook for Real Estate

Collection of best practices to delight your users

Proprietary + Confidential

Creating frictionless experiences across the funnel

After looking at several hundred retail sites, we realized that there were certain universal UX elements that helped create a frictionless shopping experience. This list aims to expand on the 25 Retail Principles and provide a checklist for improving your mobile site experience across 5 key site areas:



Proprietary + Confidential

Creating frictionless experiences across the funnel

1. HOME/LANDING PAGE

- Clear CTA above the fold
- Have descriptive CTAs
- Clear benefit-oriented value prop above the fold
- Don't use full page interstitials
- Remove automatic carousels
- Display top categories on homepage
- Use legible font sizes
- Use social proof

2. MENU & NAVIGATION

- Show consolidated menu
- If foot traffic is important, include a locator button in the menu
- If calls are important, include click-to-call at the top of every page
- Keep menu options on one page
- For main product categories, order by traffic volume. If using subcategories, organize alphabetically
- Include history activities in the menu

3. SEARCH

- Include search
- Make search visible
- Use auto-suggestions
- Implement spelling correction
- Always return results
- Include previous or top searches - history

4. CATEGORY/LISTING PAGE

- Have a value prop at every point in the funnel, including category and product pages
- Allow users to sort/filter large number of listings easily
- Add urgency elements
- Have price info above the fold on listing pages
- Have secondary CTAs that facilitate x-device, like wishlist, email or call
- If large number of listings, add reviews

5. FORM OPTIMIZATION

- Mark required fields with an asterisk
- Use inline validation
- Use autofill
- Reduce number of fields (remove optional fields, use full name instead of first/last, hide company and address line 2 by default, hide billing by default)
- Use correct keypads
- Don't use dropdowns for inputs with < 4 options, instead opt for buttons
- Use steppers, sliders, or open field input for numerical entry rather than large dropdowns

Proprietary + Confidential

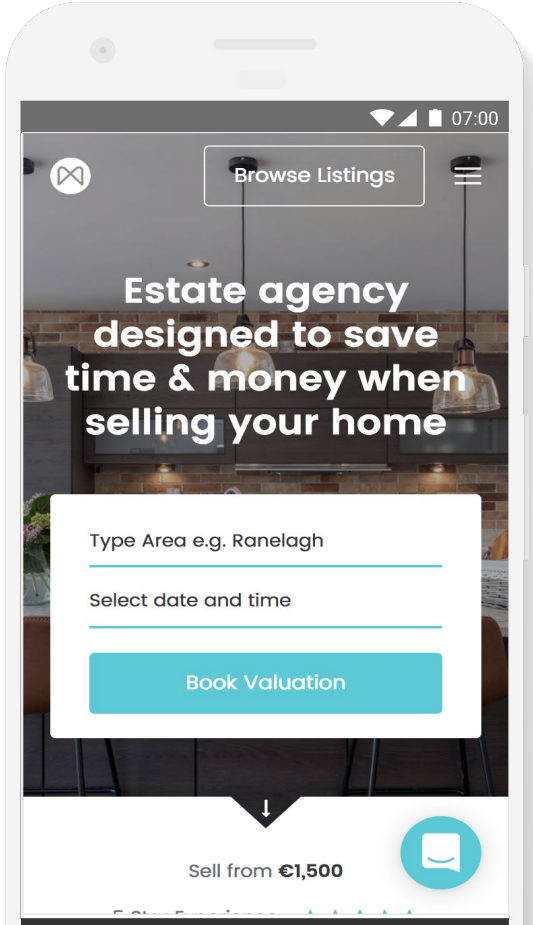
All recommendations should be A/B tested!

Proprietary + Confidential

What can we learn from “Best-In-Class”

Proprietary + Confidential

Homepage best-in-class (Sell Property): Moovingo

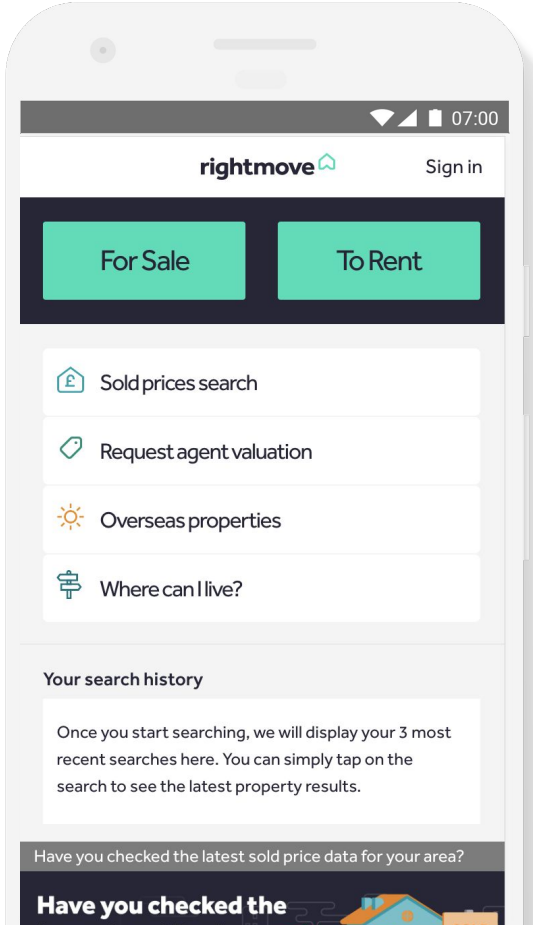


Problem to solve: Does my site provide what the user wants?

- ❏ Clear and descriptive CTA: Book Valuation. Placed in an easy-to-reach area
- ❏ Ghost secondary CTA
- ❏ Clear Value proposition: Save time & money when selling your home
- ❏ Consolidated menu with hamburger
- ❏ Cues added to find below The Fold info and benefits
- ❏ Top categories on homepage
- ❏ Legible font sizes
- ❏ No revolving carousels
- ❏ No full page interstitials

Proprietary + Confidential

Homepage best-in-class (Sale&Rent): Rightmove

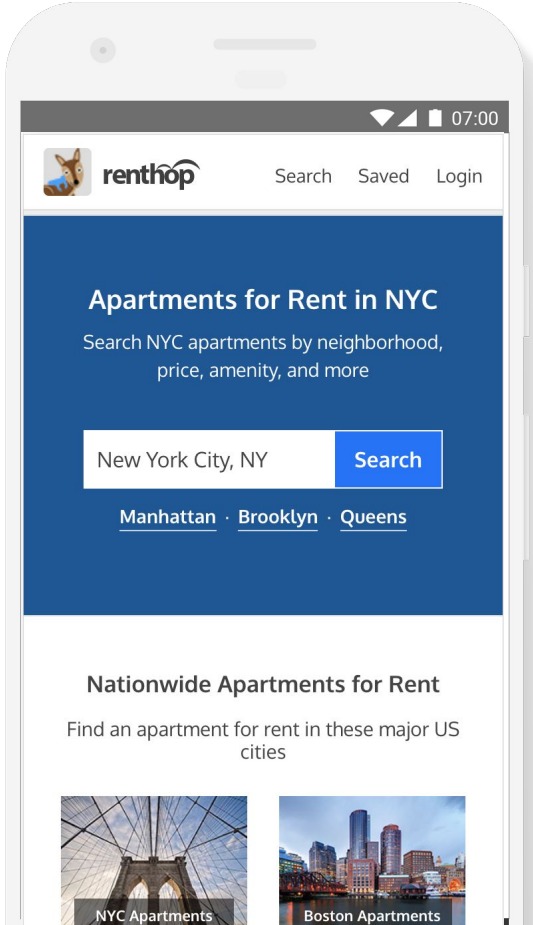


Problem to solve: Does my site show the info I am looking for at a glance?

- ❏ Clear Pre-filter info: Sale/Rent
- ❏ Search History of latest property results
- ❏ Top options on homepage, content displayed within the Above The Fold
- ❏ Options on text, labelled with icons
- ❏ Legible font sizes
- ❏ No revolving carousels
- ❏ No full page interstitials

Proprietary + Confidential

Category best-in-class: Renthop, Renting in a given State/City



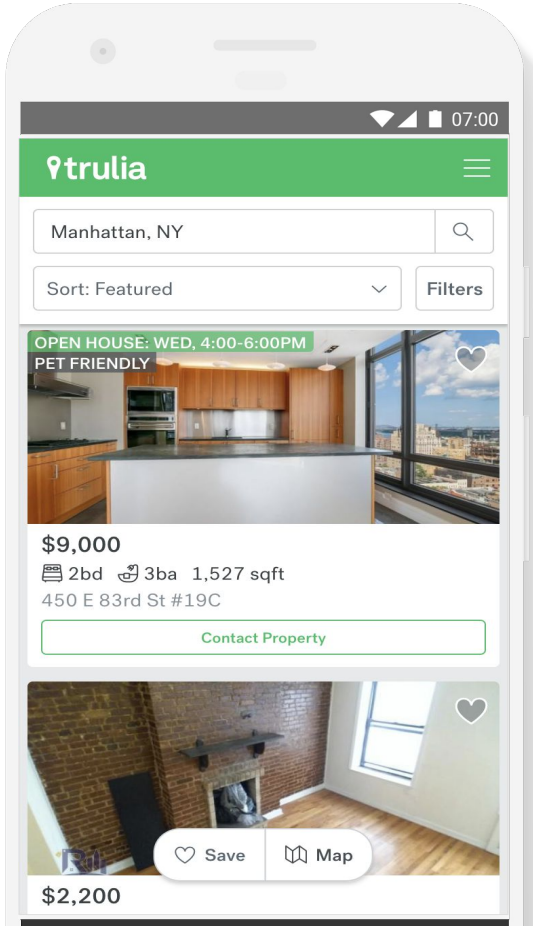
Problem to solve: Does my site show the info I am looking for at a glance?

- ❑ Clear CTA: Search
- ❑ Ghost options below search bar
- ❑ Clear Value proposition: Apartments for Rent in NYC
- ❑ Show other categories below
- ❑ Legible font sizes
- ❑ No revolving carousels
- ❑ No full page interstitials

Google

Proprietary + Confidential

Listings best-in-class: Trulia

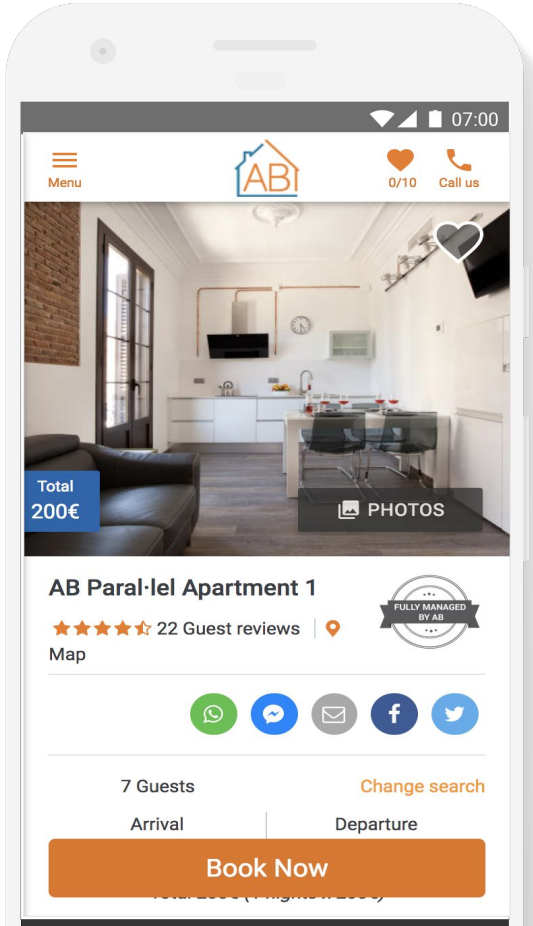


Problem to solve: Does my site show the info I am looking for at a glance?

- ❑ Clear CTA: Search
- ❑ Filter options below search bar
- ❑ Showing top benefits - Pet friendly
- ❑ Easy option to save/check map
- ❑ Legible font sizes
- ❑ No revolving carousels
- ❑ No full page interstitials

Proprietary + Confidential

Product page best-in-class: Apartment Barcelona

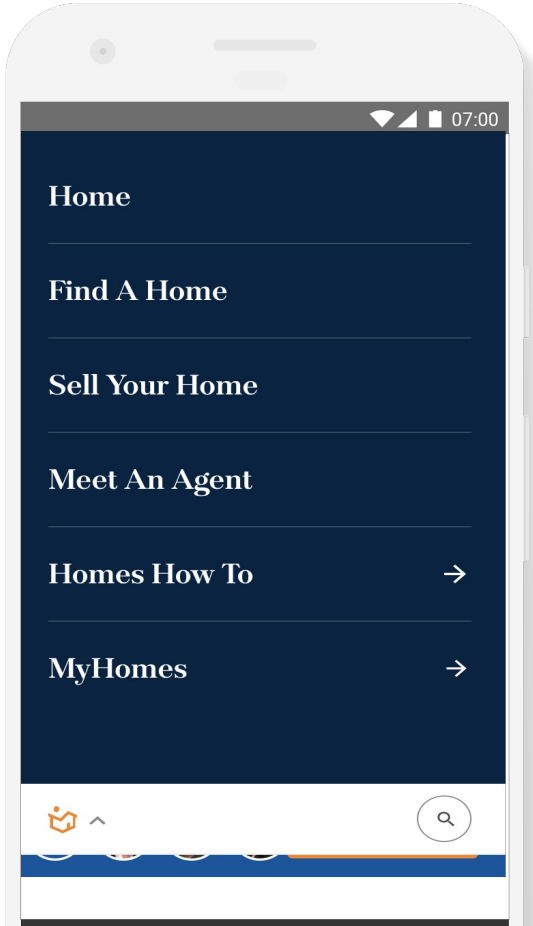


Problem to solve: Does the product page show all the infol am looking for at a glance?

- ❑ Quick access to wishlist/call
- ❑ Clear CTA: Book Now
- ❑ Social Sharing Options
- ❑ Showing “Fully Managed” Badge
- ❑ Showing guest reviews
- ❑ Legible font sizes
- ❑ No revolving carousels
- ❑ No full page interstitials

Proprietary + Confidential

Navigation best-in-class: Homes.com

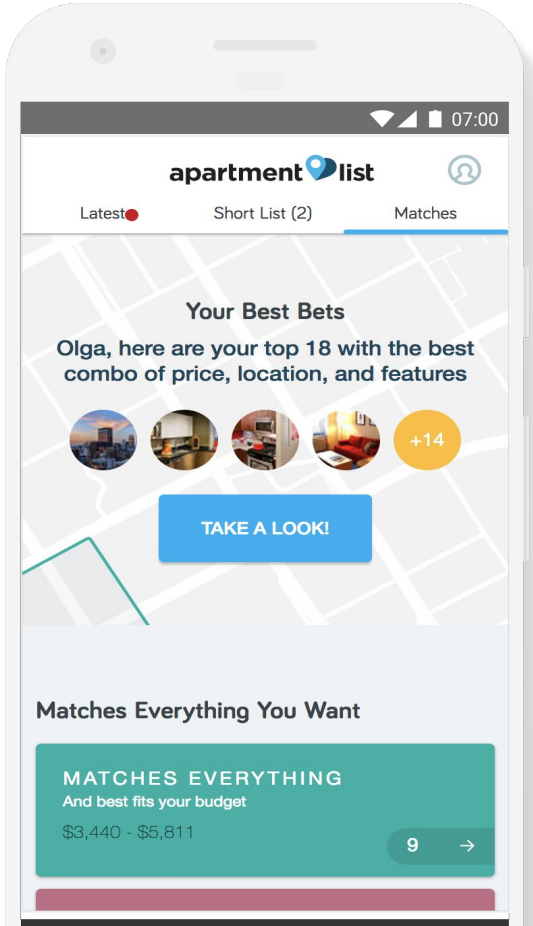


Problem to solve: Can my user browse their interests quickly and easily?

- ❏ Menu options kept on single page
- ❏ Post usage actions like ‘Homes How To’ and ‘MyHomes’ are included above the fold in menu
- ❏ Initial categories ordered by traffic volume
- ❏ Easy to move back
- ❏ Search option is available with the menu expanded

Proprietary + Confidential

Navigation best-in-class: Apartment List



Problem to solve:
1) How do I allow users to navigate across the easily?

- ❏ Easy access to main areas on the header - easy to find latest, Short List and matches by swiping right/left
- ❏ Top options shown based on price, location and features selected by the user
- ❏ Matches detail below
- ❏ Results shown by level of match with the user - showing also results that could be interesting to the user

Proprietary + Confidential

Homepage/Landing Page

Proprietary + Confidential

Creating frictionless experiences across the funnel (REAL ESTATE)

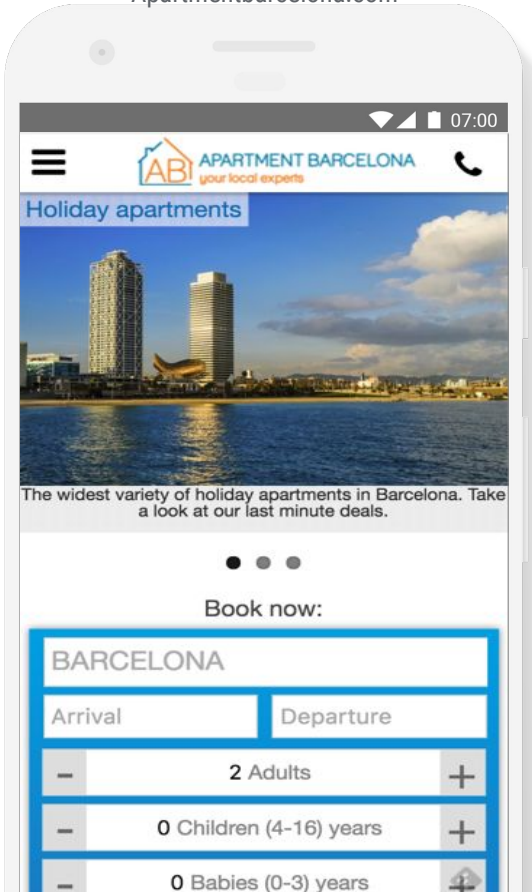
SECTION	Homepage/Landing Page	Ease of implementation	Impact	Key Metric
KEY SUGGESTION	Clear CTA above the fold	Easy	High	Clicks on CTA, Bounce rate
	Have descriptive CTAs	Easy	Medium	Clicks on CTA, Bounce rate
	Clear benefit-oriented value prop above the fold	Easy	High	Bounce Rate, CVR
	Don't use full page interstitials	Easy	High	Bounce Rate
	Remove automatic carousels	Easy	High	Bounce Rate
	Display top categories on homepage	Medium	High	Bounce Rate, Clicks on category
	Use social proof	Easy	Medium	CVR
	Use legible font sizes (16px+)	Easy	High	Time on site

Remove automatic carousels

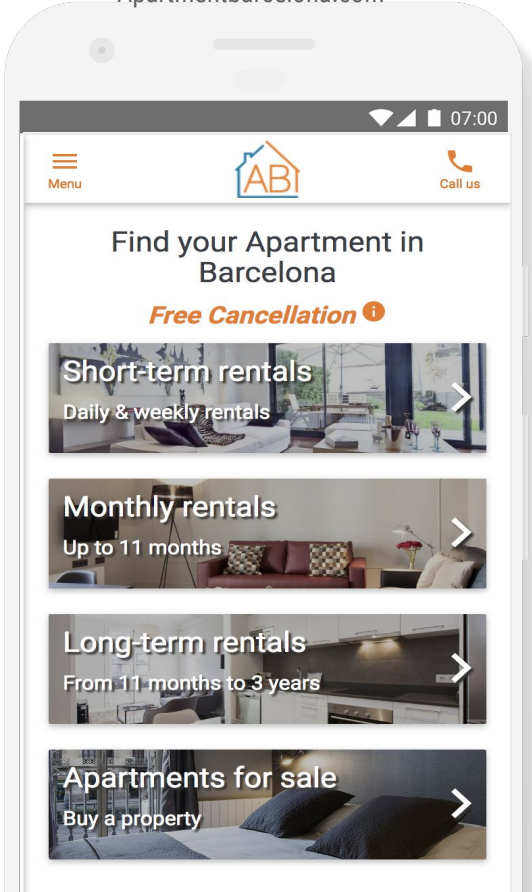
Proprietary + Confidential

BEFORE

Apartmentbarcelona.com



Apartmentbarcelona.com

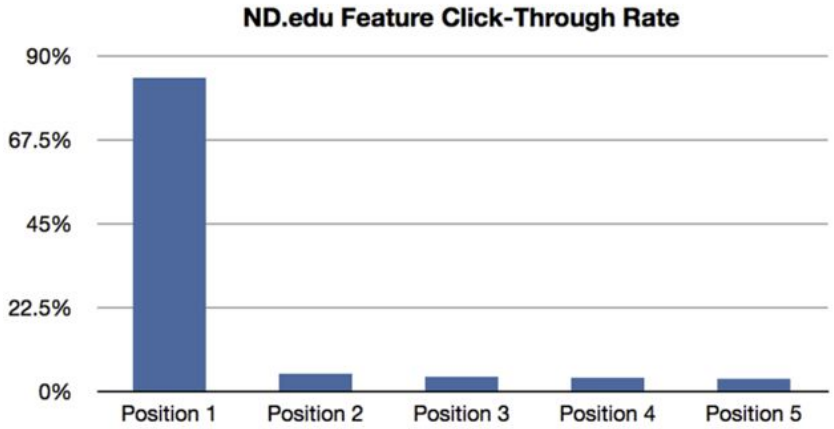


AFTER

Google

Why to avoid carousels & sliders

research



Research:

- Conversion XL
- ClickZ
- Widerfunnel
- NN Group
- Erik Runyon

Pros for heavy content websites:

- Multiple pieces of content within less space

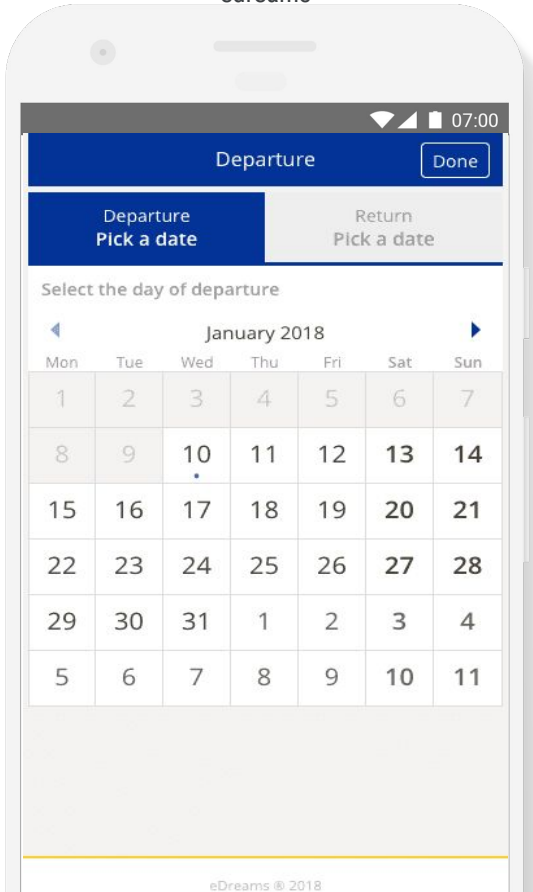
Cons:

- Users often scroll past carousels (if you're using a carousel hoping that your users will see a variety of content, there's a high chance they'll only see the first frame)
- Not all content can be equally "important"

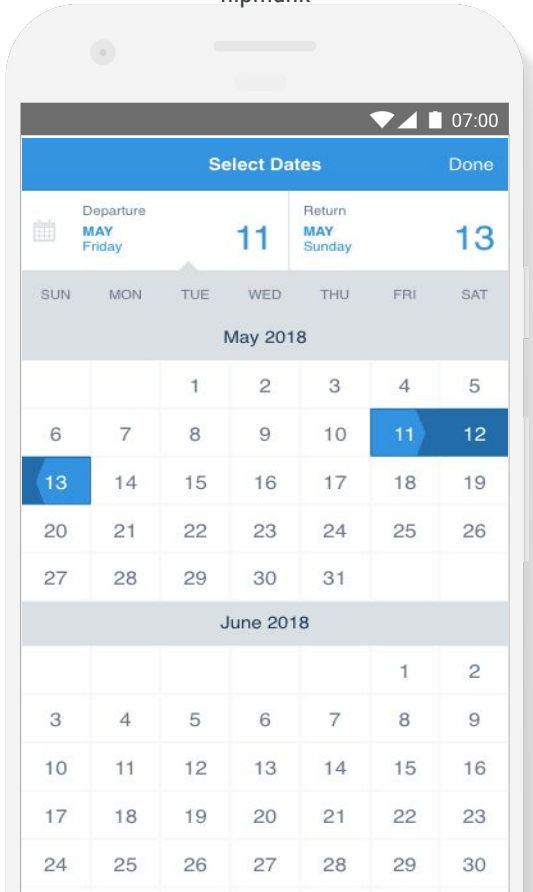
Proprietary + Confidential

Optimise Datepickers - Short rental

edreams



hipmunk

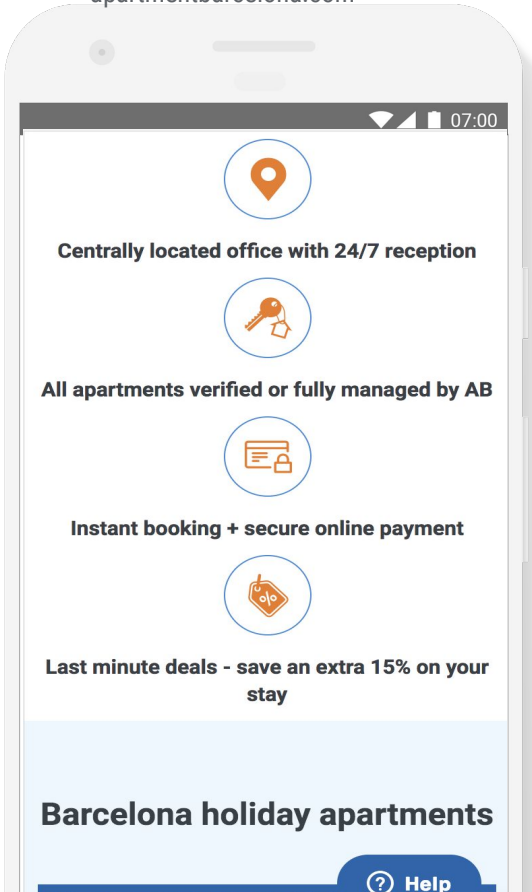


Google

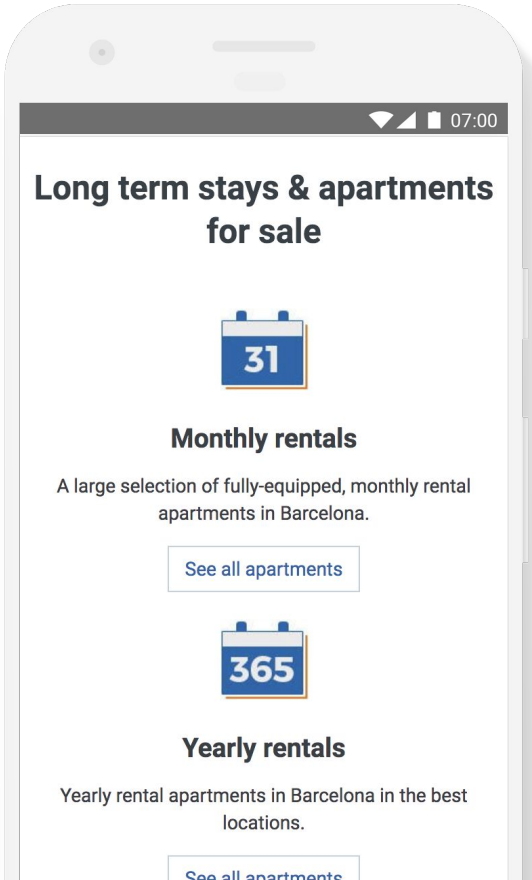
Show Benefits on renting/buying property with you

Proprietary + Confidential

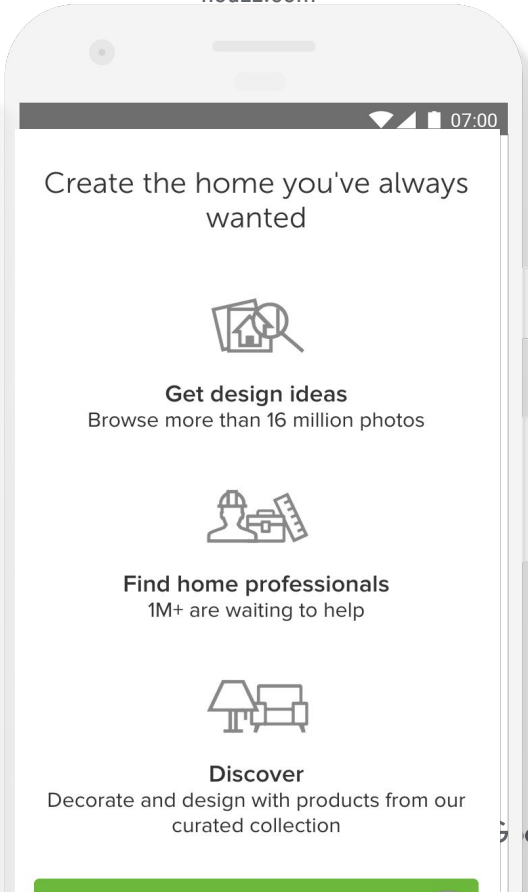
apartmentbarcelona.com



apartmentbarcelona.com



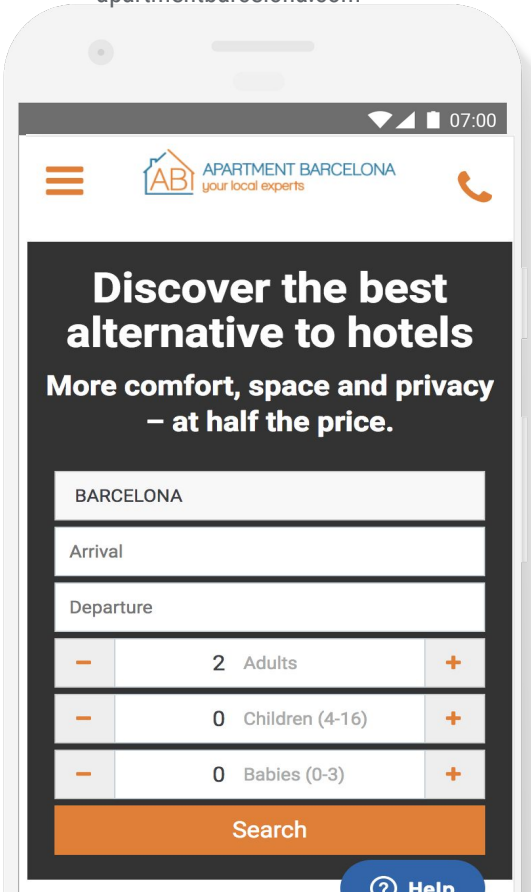
houzz.com



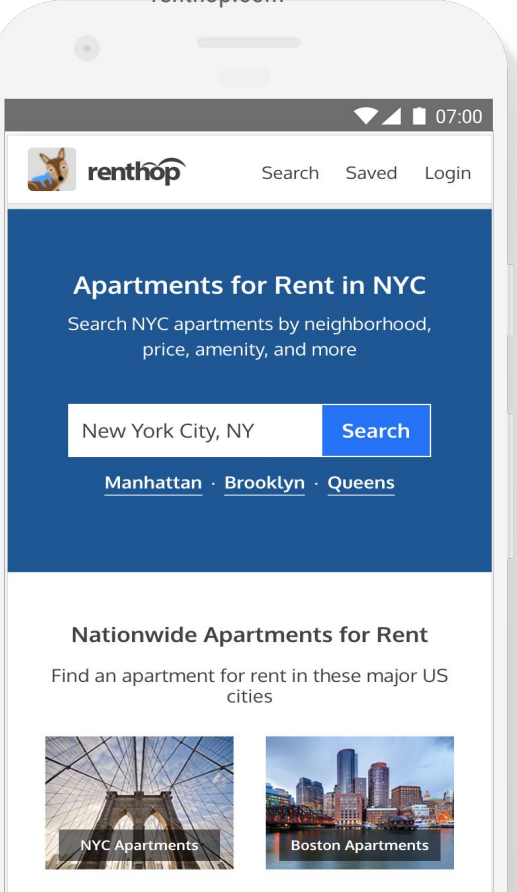
Show clear USP (Unique Selling Proposition) in the Above The Fold Area

Proprietary + Confidential

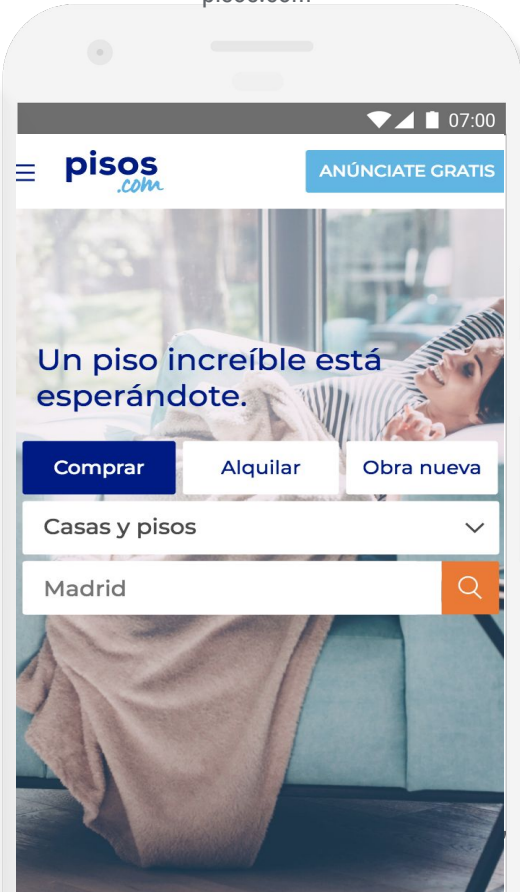
apartmentbarcelona.com



renthop.com



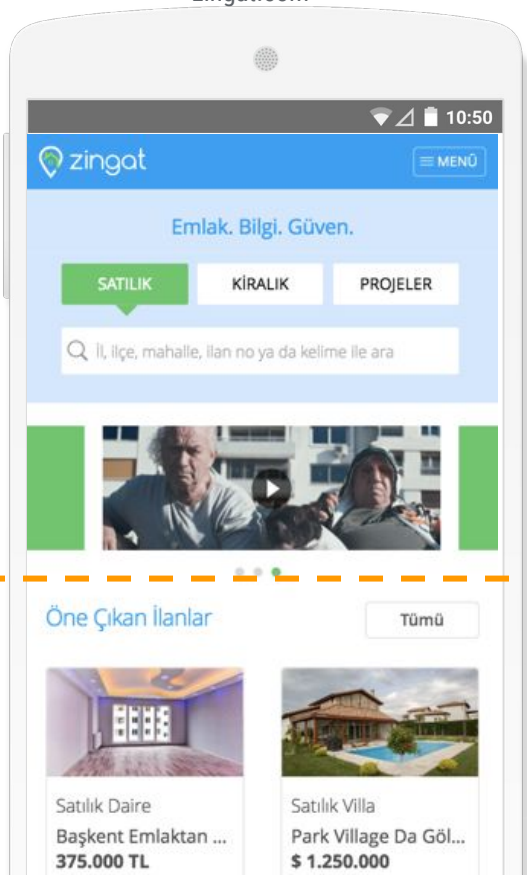
pisos.com



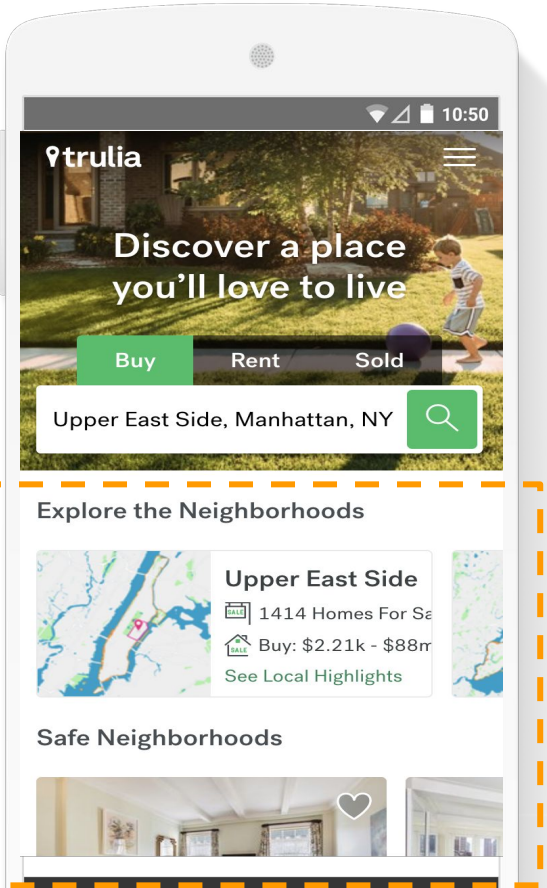
Display most popular listings/areas in a prominent way for easier navigation

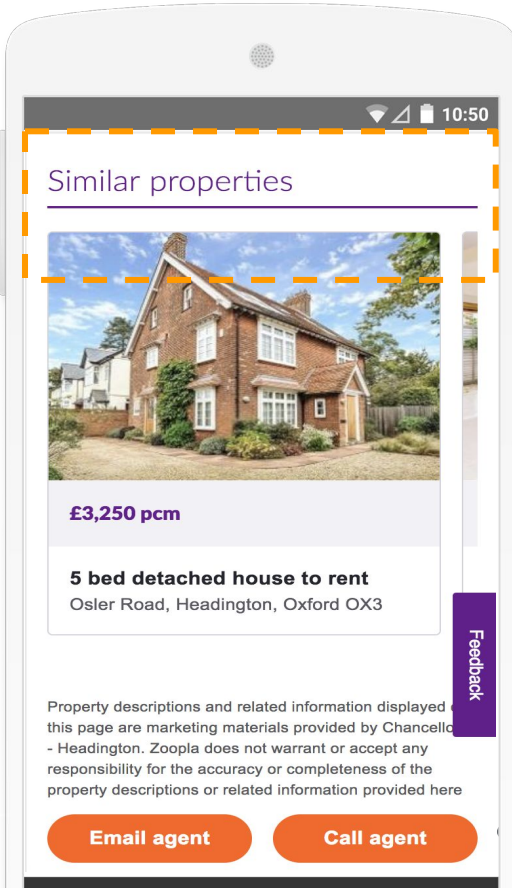
Confidential

zingat.com



trulia.com





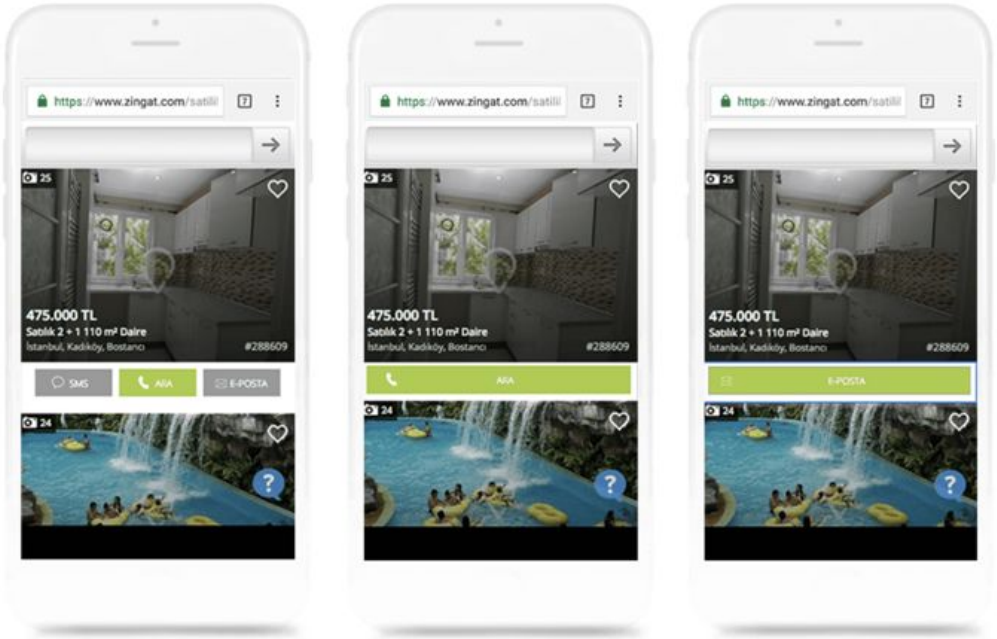
Proprietary + Confidential

A/B Test Call To Actions example - Zingat (TK)

A/B Test in Landing Pages - Hypothesis: Reducing the number of CTA's in the mobile listing page, will increase the button interactions.

Result: "Call Button" Original - 0.32%. "Call Only" variation - 1.97%, which means conversions are increased by 508.8%, beating the total interaction rate of the original version by a whopping 44.8%!

[Sherpa Digital - Case Study link]



Original | Phone only | E-mail only

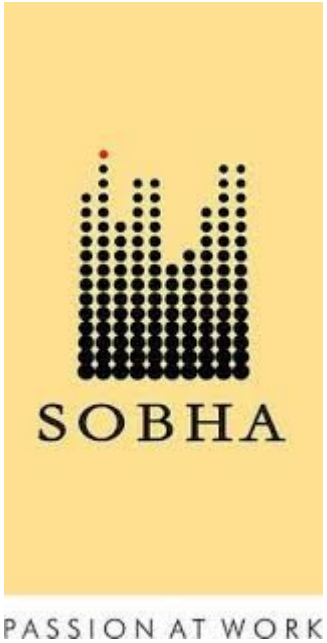
Proprietary + Confidential

Case Study: Sobha Limited (IN) Google Optimize

A/B Test in Landing Pages - Google Optimize for Increasing Lead Volumes. Over a period of 3 weeks, users were served landing pages via Split URL (redirect)

Result: The overall campaign and optimized landing pages generated footfall of over 2000 prospective buyers at the two day event with over $10 M in property sales from Google leads.

Case study link



Proprietary + Confidential

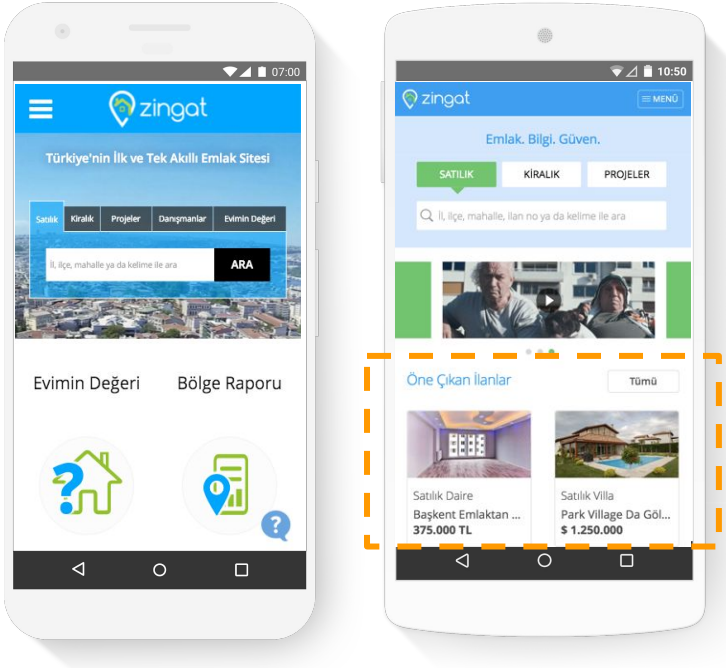
Case Study - Zingat (TK) and adXclusive grow conversion rate by 7X by optimising mobile site

The approach - Added Noticeable Filter Function, Improving CTAs and Improved image display. Load pages faster.

Results:

- Reduced speed index to 3s from 9s
- Decreased bounce rate by 25%
- Increased mobile conversion rate 7X
- Mobile cost per conversion decreased by 85%.

[Case study link]



Before

After

Google

Proprietary + Confidential

Navigation

Proprietary + Confidential

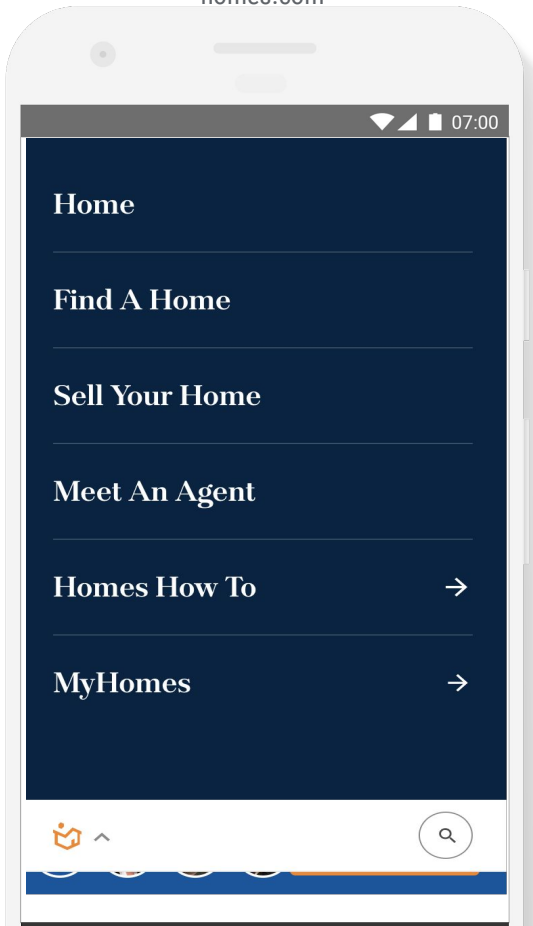
Creating frictionless experiences across the funnel (REAL ESTATE)

SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric
KEY SUGGESTION	Show consolidated menu	Medium	High	Pages/visit increase
	If calls are important, include click-to-call at the top of every page	Easy	High	Clicks on icon
	If foot traffic is important, include a store locator button in the menu	Easy	High	Clicks on icon
	Keep menu options on one page	Medium	Medium	Pages per visit
	For main product categories, order by traffic volume	Easy	Medium	Pages per visit
	If using subcategories, organize alphabetically	Easy	Medium	Pages per visit
	Include post sales activities in the menu	Easy	Medium	Pages per visit

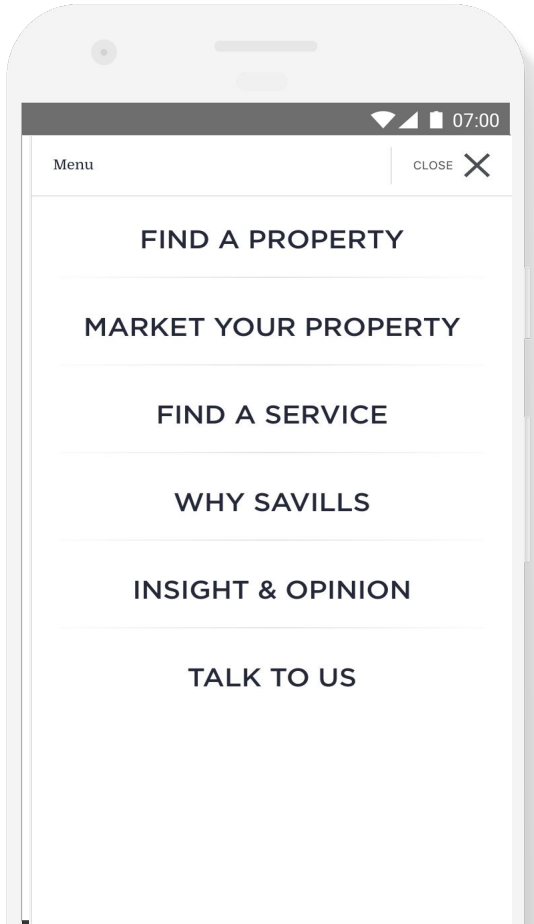
Have easy menus

Proprietary + Confidential

homes.com



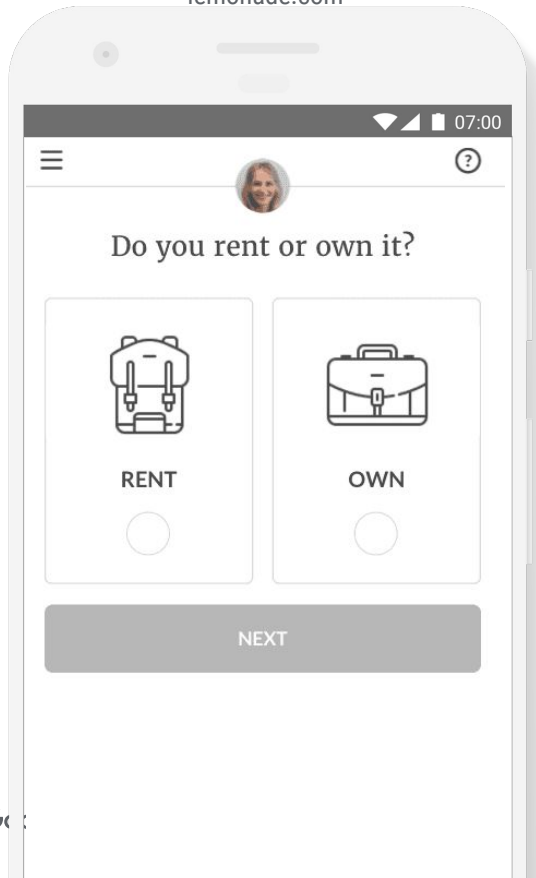
savills.com



Proprietary + Confidential

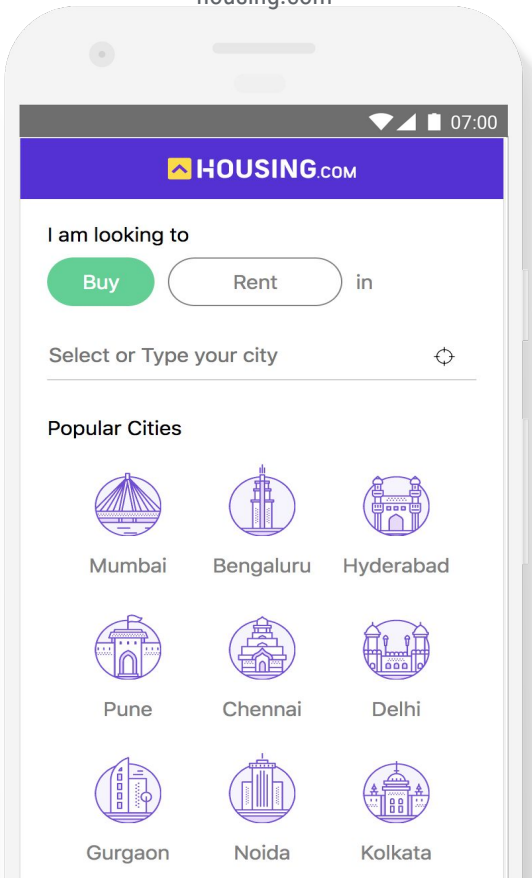
Pre-filter info for your user's needs

lemonade.com



homes.com

housing.com

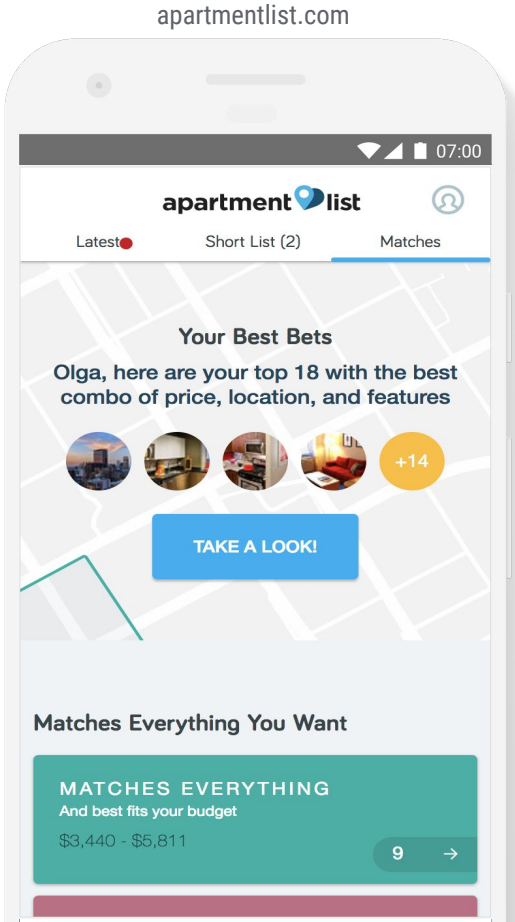


Proprietary + Confidential

Easier navigation with listings matching your criteria on the navigation bar

Apartment List provides a serie of questions to shortlist the best apartments according to your needs - and shows all the properties that matches everything you ask for.

On the top area, it is easy to navigate from **Latest - Short List - Matches** by just swiping right/left



Proprietary + Confidential

Search

Proprietary + Confidential

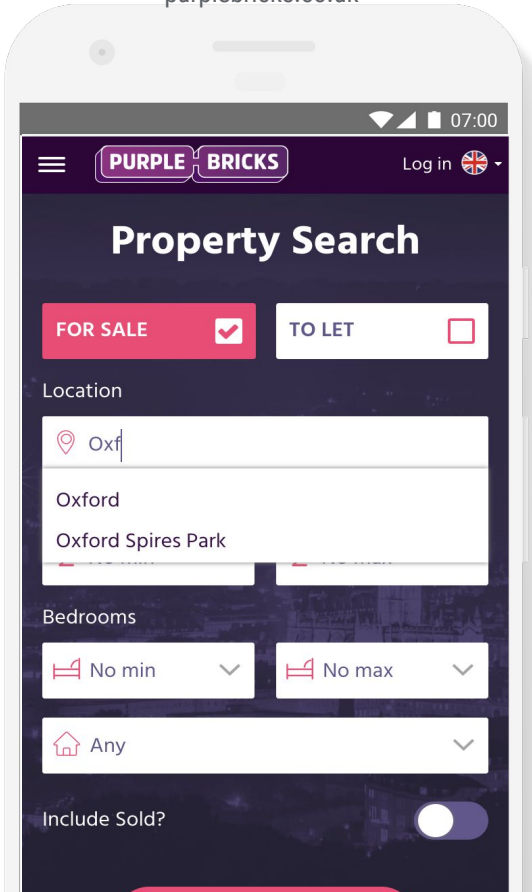
Creating frictionless experiences across the funnel (REAL ESTATE)

SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric
KEY SUGGESTION	Include search	Hard	High	% traffic w/ searches, cvr
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Use auto-suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Implement spelling correction	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Always return results	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Include previous or top searches	Medium	Medium	Bounce rate on traffic w/ searches, search depth

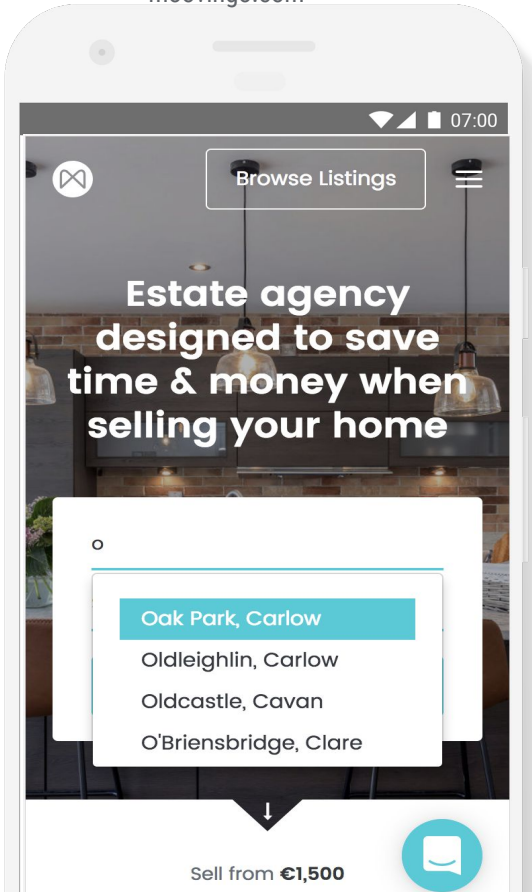
Use Autosuggestions

Proprietary + Confidential

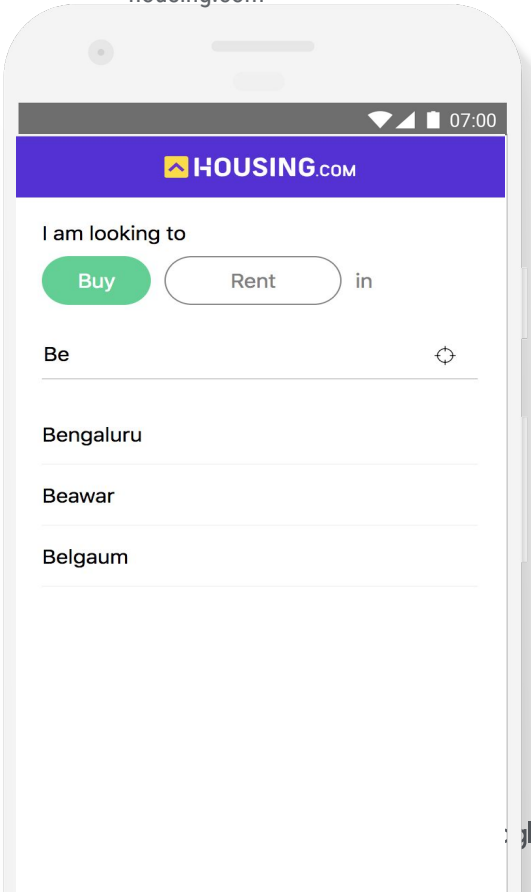
purplebricks.co.uk



moovingo.com



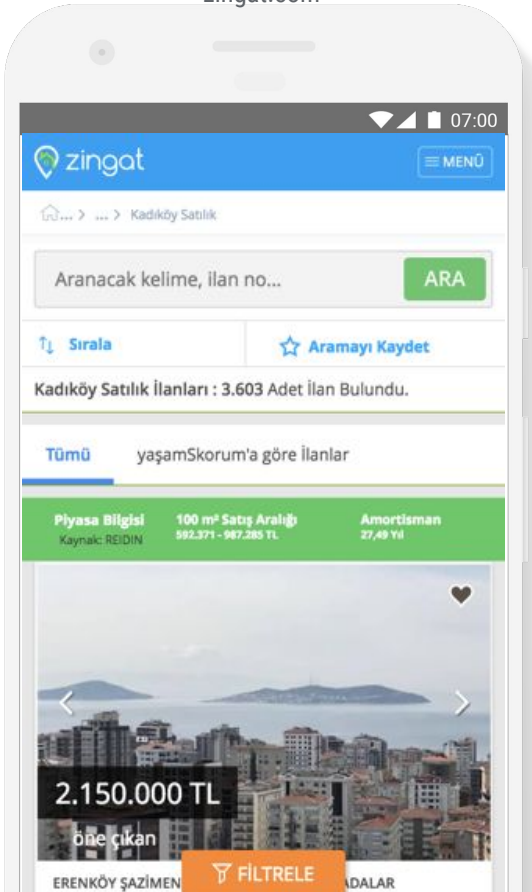
housing.com



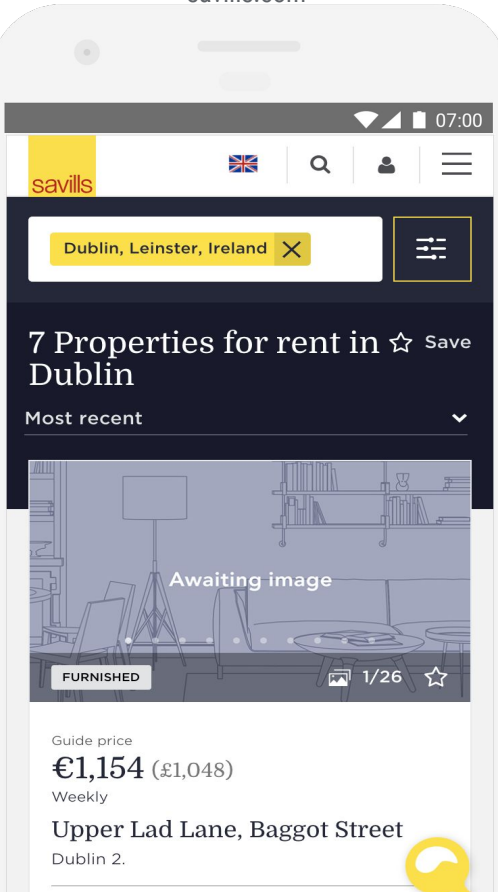
Make search visible on every step of the user journey

Proprietary + Confidential

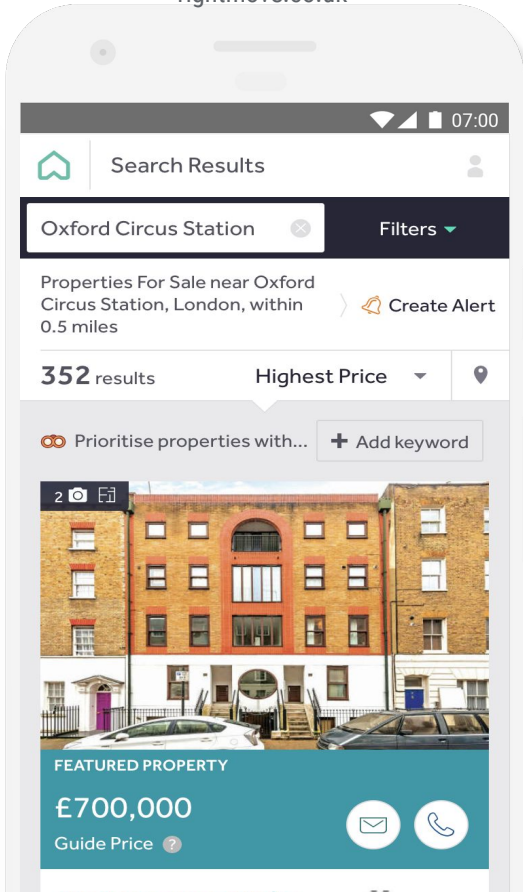
zingat.com



savills.com



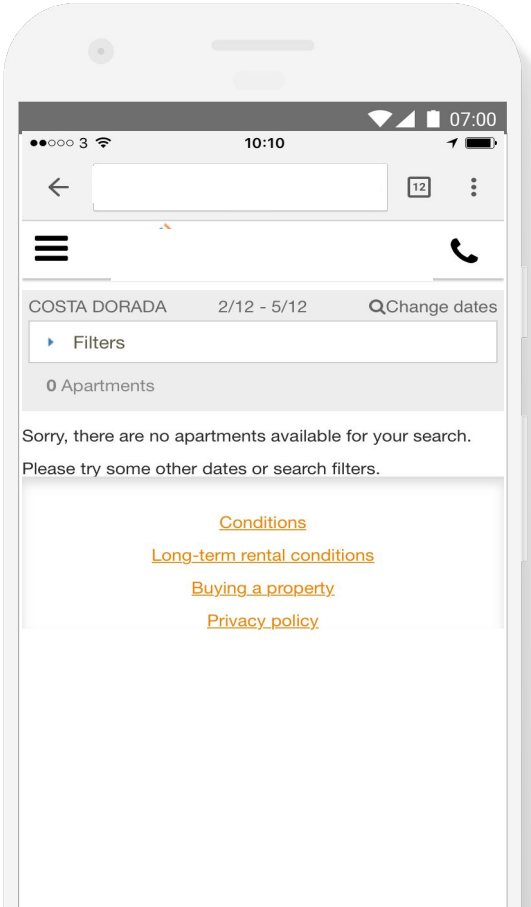
rightmove.co.uk



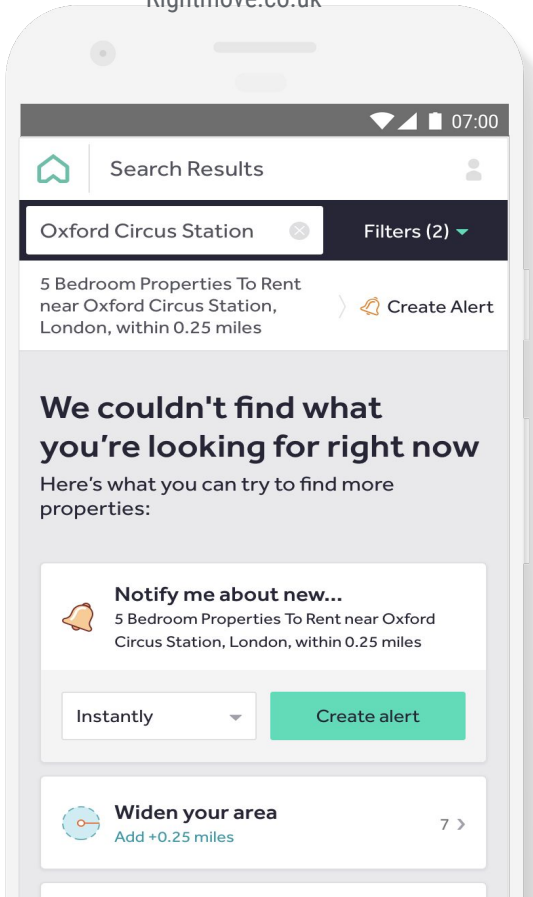
Always return results. If no results, offer an alternative

Proprietary + Confidential

Not Recommended



Rightmove.co.uk



BEST PRACTICE

Google

Proprietary + Confidential

Category/Listing page

Proprietary + Confidential

Playbook at a glance

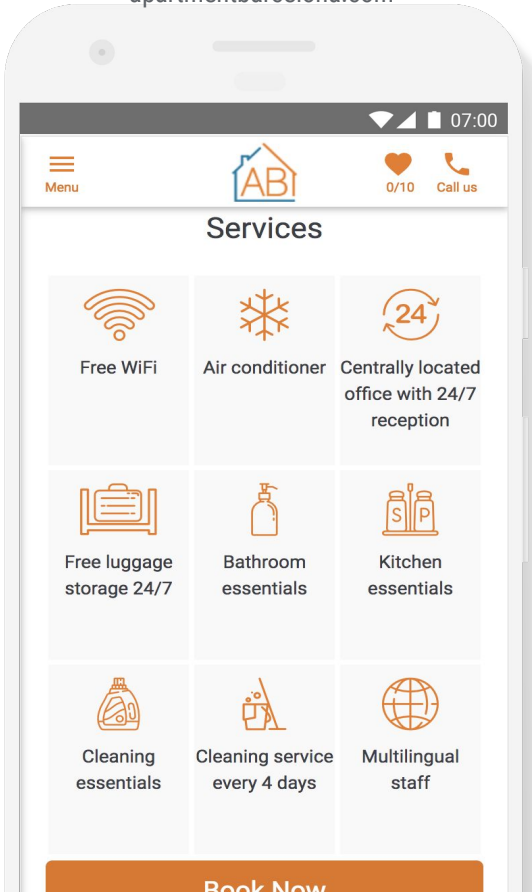
Creating frictionless experiences across the funnel (REAL ESTATE)

Section	Results page	Ease of implementation	Impact	Key Metric
Key suggestion	Use real estate efficiently: use visual icons, show concise info, make it easy to compare between listings	Medium	High	CTR, Bounce Rate, % try to book conversion
	Allow sorting & filtering	Medium	High	CTR, Bounce Rate, Time on page, % try to book conversion, %rate errors
	Show total number of results	Easy	Medium	CTR, Bounce Rate
	Use professional imagery	Medium	High	Time on page, CTR, % try to book conversion
	Use geo info meaningfully	Medium	High	CTR, Bounce Rate
	Use drop-downs as a last resort	Easy	Medium	CTR, Bounce Rate, %rate errors

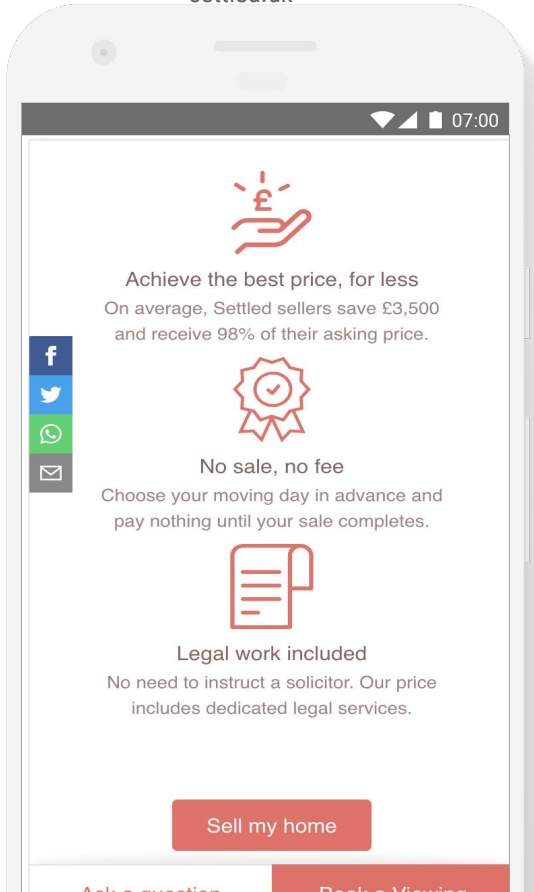
Show benefits prior to the booking

Proprietary + Confidential

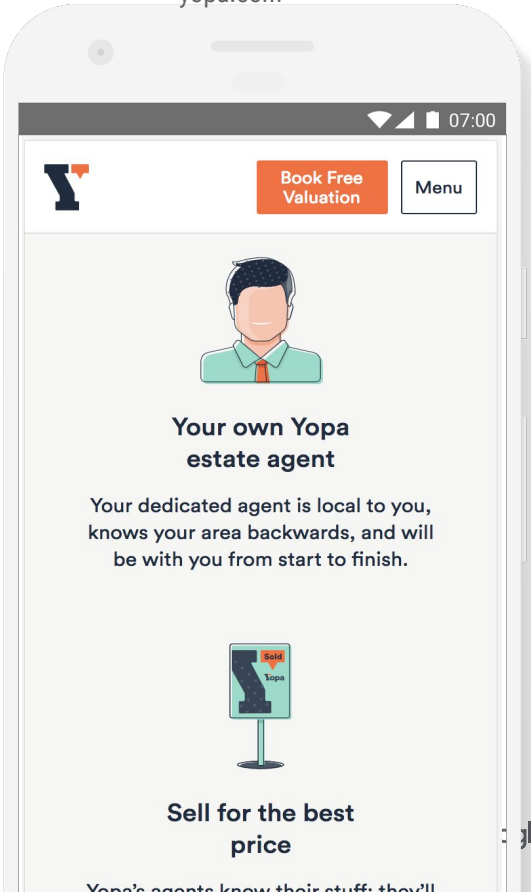
apartmentbarcelona.com



settled.uk



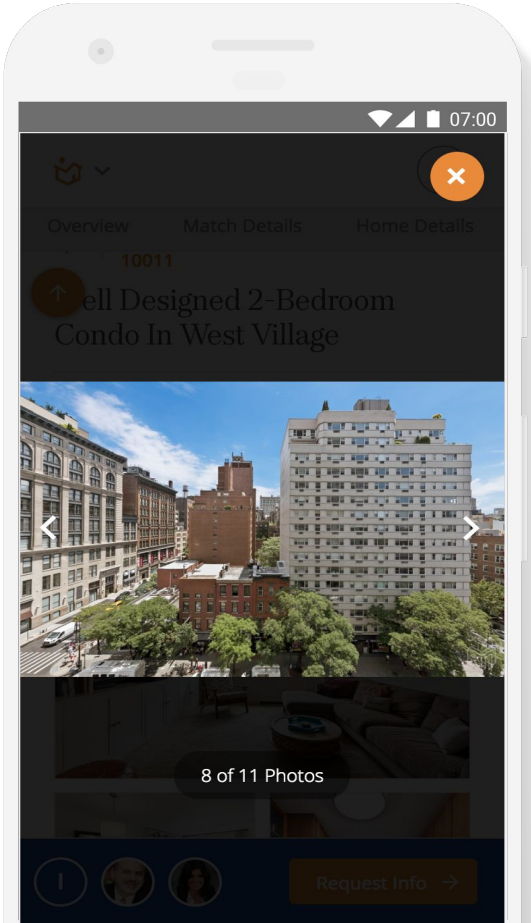
yopa.com



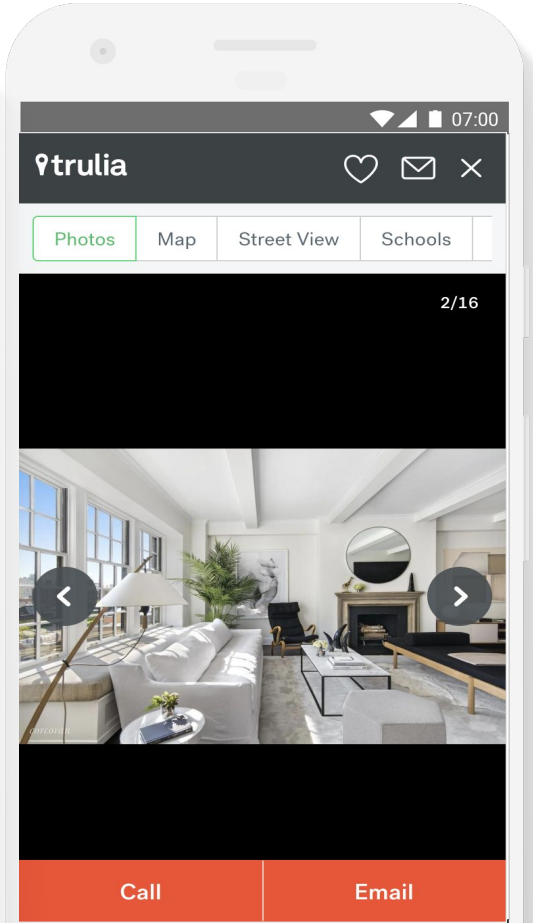
Use professional imagery

Proprietary + Confidential

homes.com



trulia.com

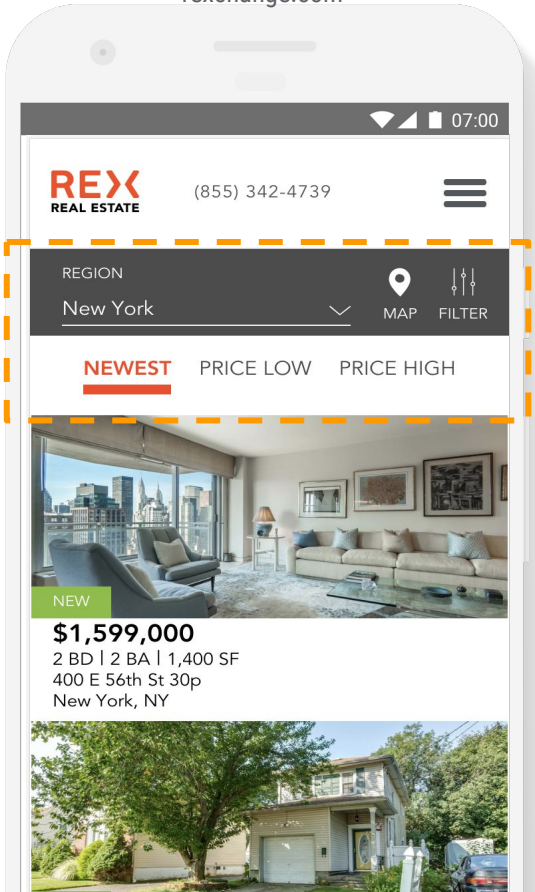


Google

Allow sorting & filtering

Proprietary + Confidential

rexchange.com

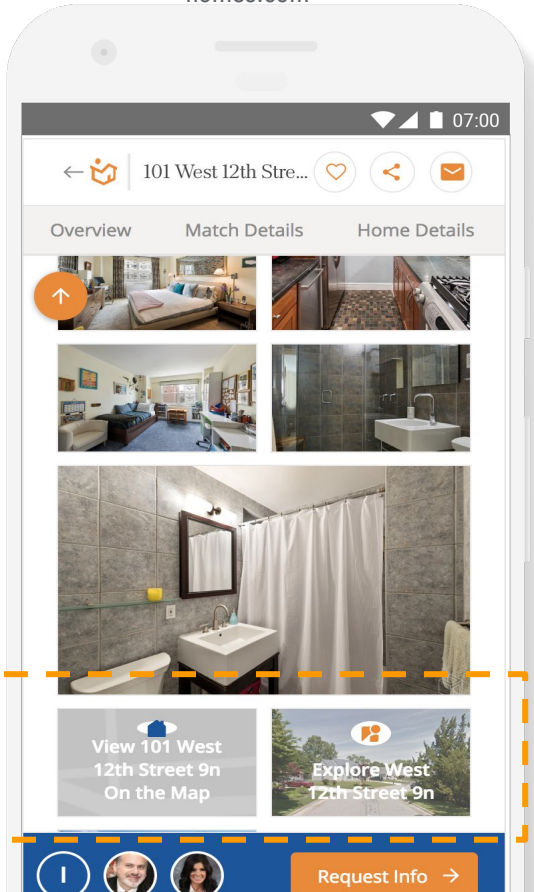


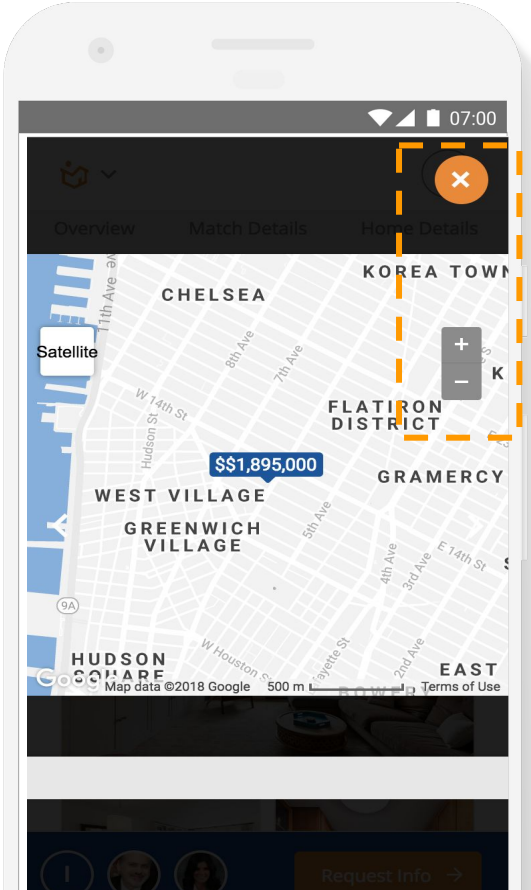
Google

Use Geo info meaningfully

Proprietary + Confidential

homes.com



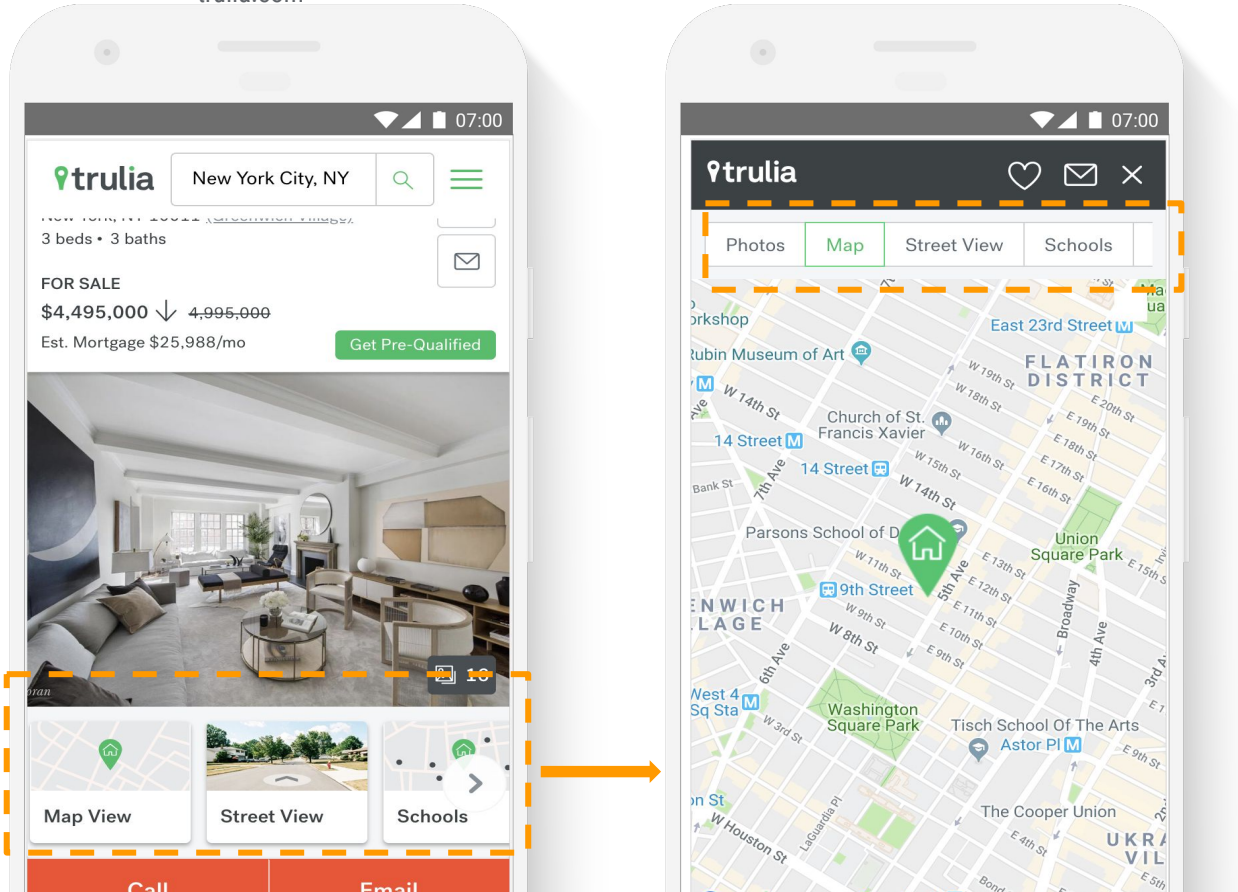


Google

Use Geo info meaningfully (2)

Proprietary + Confidential

trulia.com

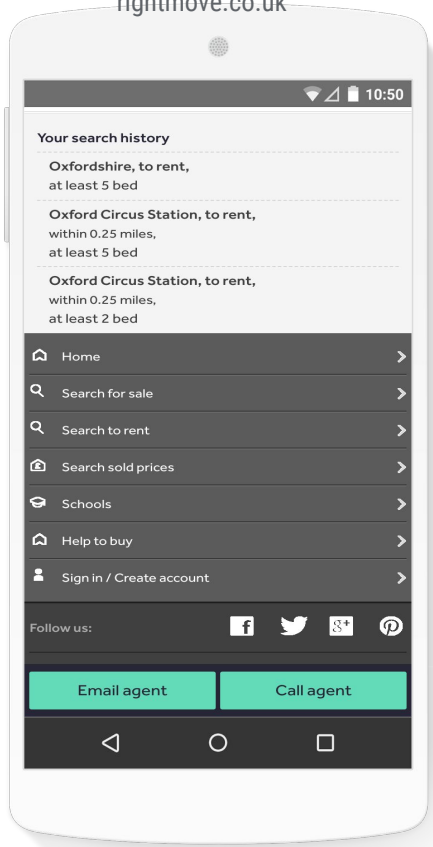


Google

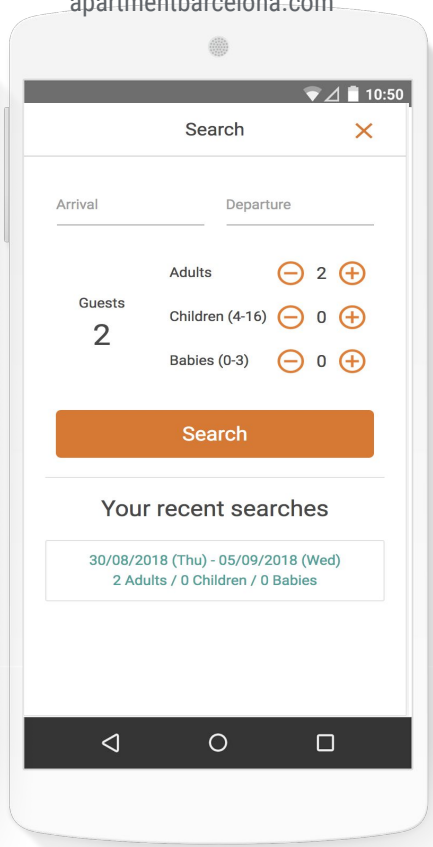
Proprietary + Confidential

Provide easy access to listings search history

rightmove.co.uk



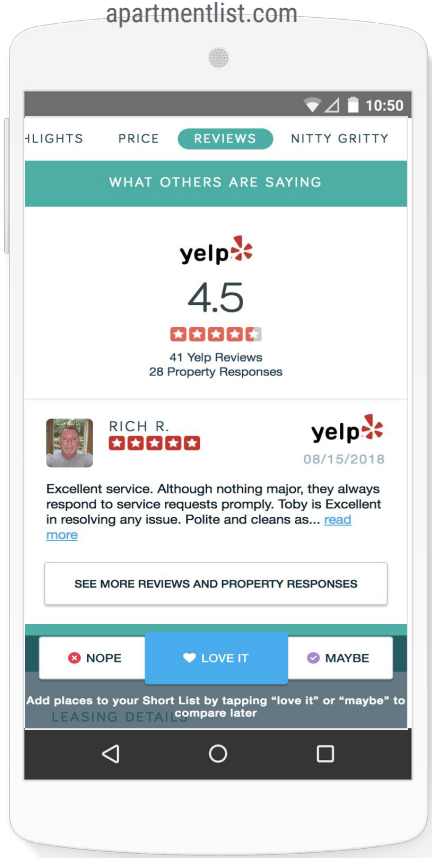
apartmentbarcelona.com



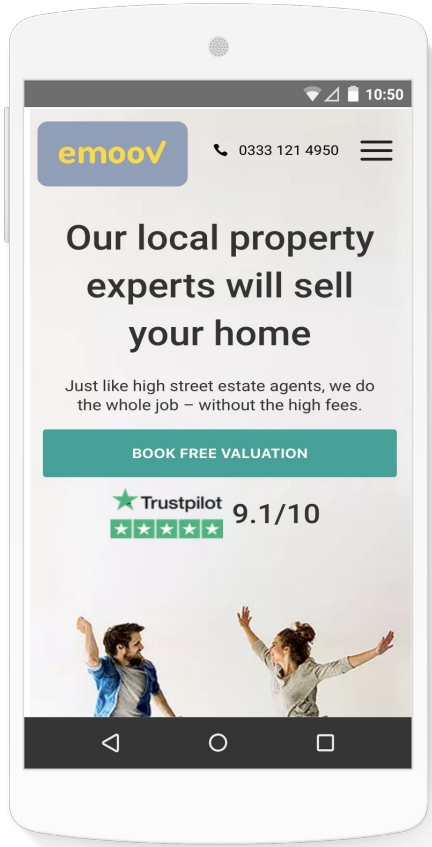
Proprietary + Confidential

Add social proof

apartmentlist.com



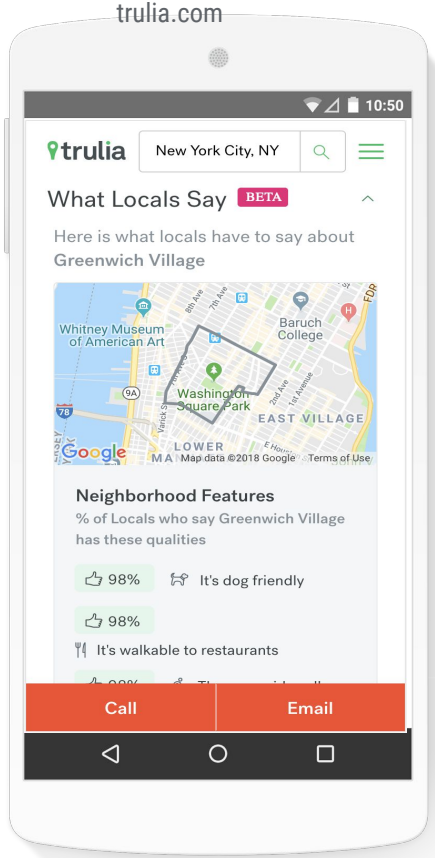
emoov.com



Proprietary + Confidential

Social Proof. Bonus points: Provide info about the neighborhood

- Is it pet friendly?
- Is it walkable to restaurants/groceries?
- Is parking easy?
- Would people walk alone at night?
- Are there community events?
- Are neighbors friendly?
- Are neighbors planning to stay long term?



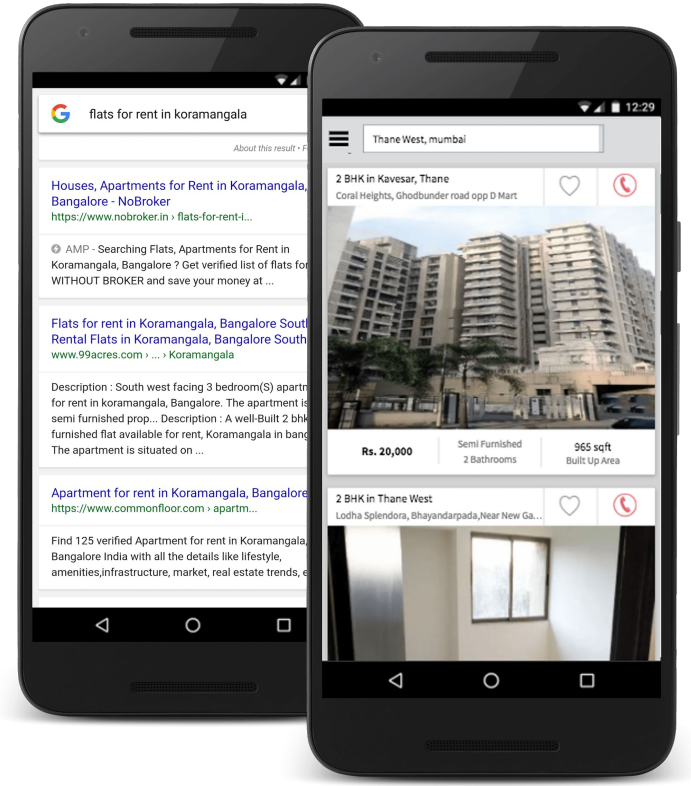
Proprietary + Confidential

Consider AMP for faster loading pages

Case study: NoBroker (IN)

India's leading rental site improved owner-to-renter connections by 77% with AMP

Other Results:
25% increase in new registrations
77% increase in connections (between renters and owners)
18% reduction in Bounce Rate
10% increase in pages/session



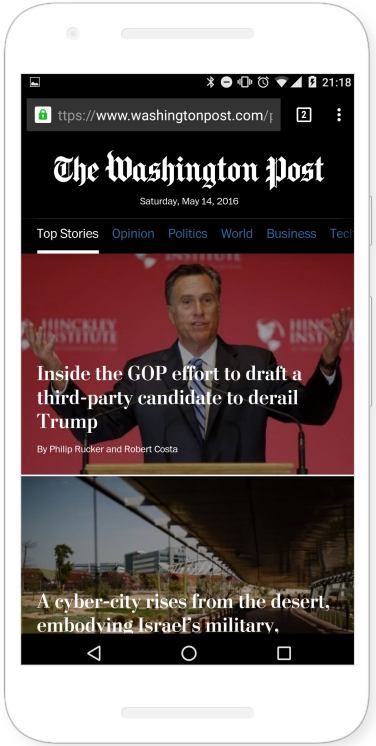
[NoBroker full Case Study on amproject.org]

Proprietary + Confidential

Consider combining AMP with PWA

1. **AMP** loads instantly, and silently installs Service Worker to “warm up” **PWA**

2. Once user navigates from AMP, content loads instantly

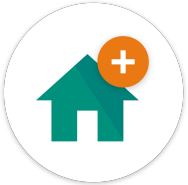


Google

[Integration AMP + PWA - amproject.org]

Proprietary + Confidential

Advantages of PWA for Real Estate sites



Add to Homescreen

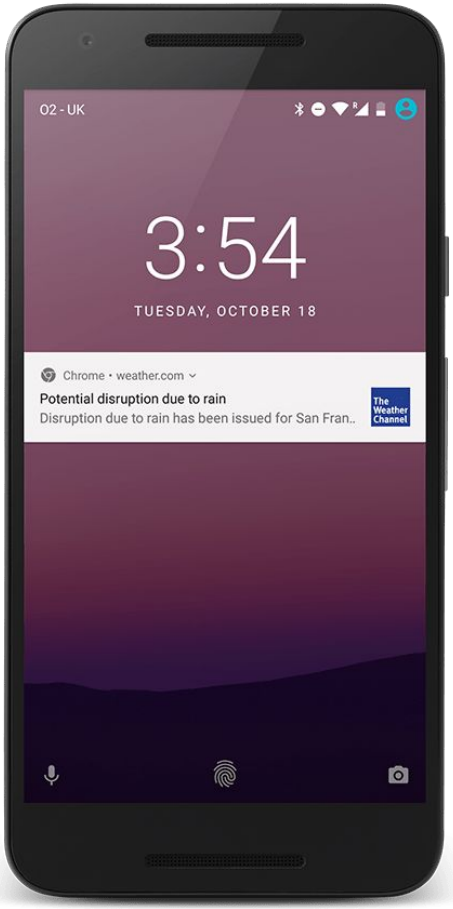
Worthy of being on the home screen

Performance offline

Work reliably, no matter the network conditions

Push Notifications

Increased engagement, improved conversions



Proprietary + Confidential

Case study - Settled (UK)

Fast - Settled cut their loading times x3 with a PWA

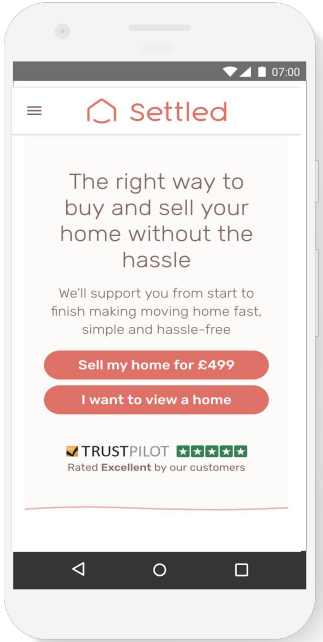
Results: 23% increase in mCVR

8% Increase of transactions

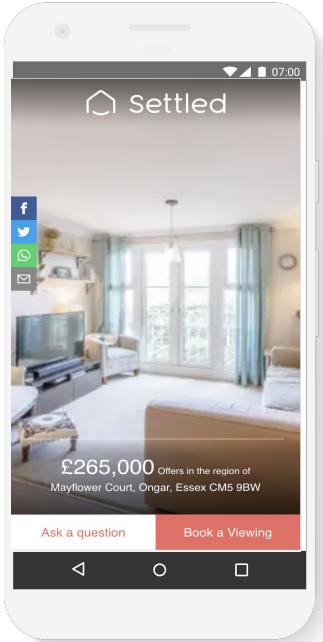
CPA reduced in 14%

13% lower Bounce Rate

[Case study link]



Homepage



Product Page

Proprietary + Confidential

Case study - Housing (IN)

Fast, efficient, and reliable: Housing.com increases conversions and lowers bounce rate by 40% with new PWA

Results:

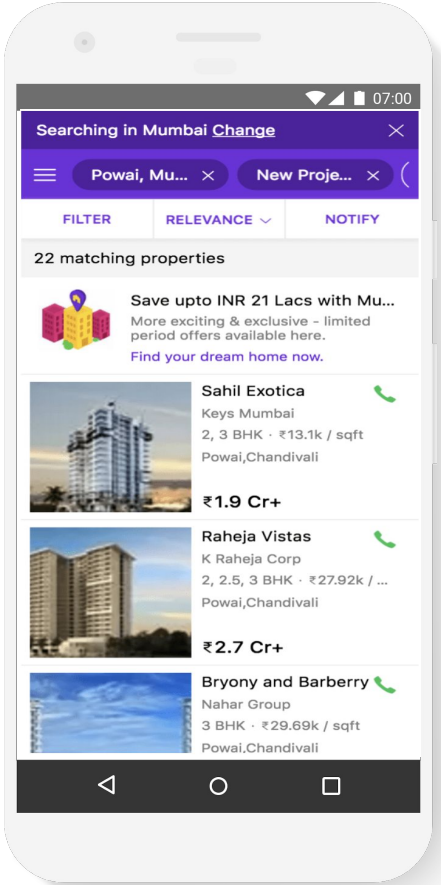
38% more conversions

40% lower bounce rate

10% longer average session

30% faster page load

[Case study link]



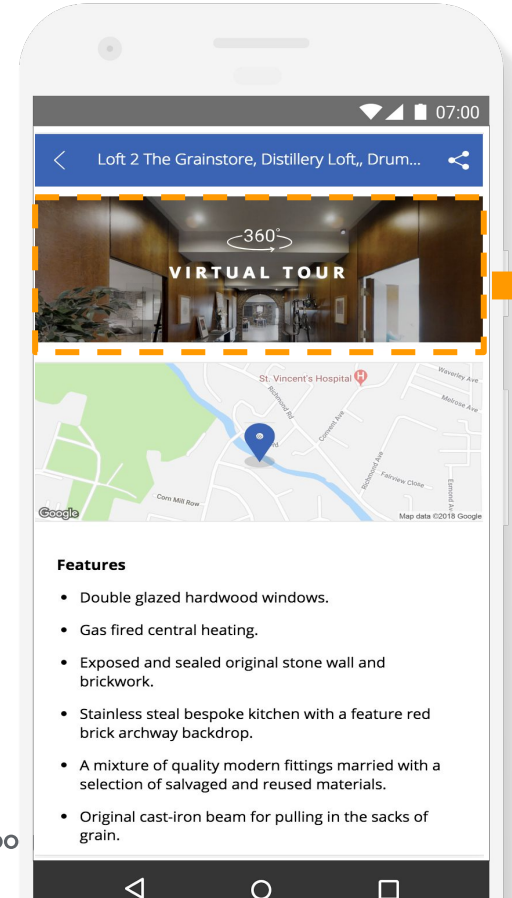
Search - Listings

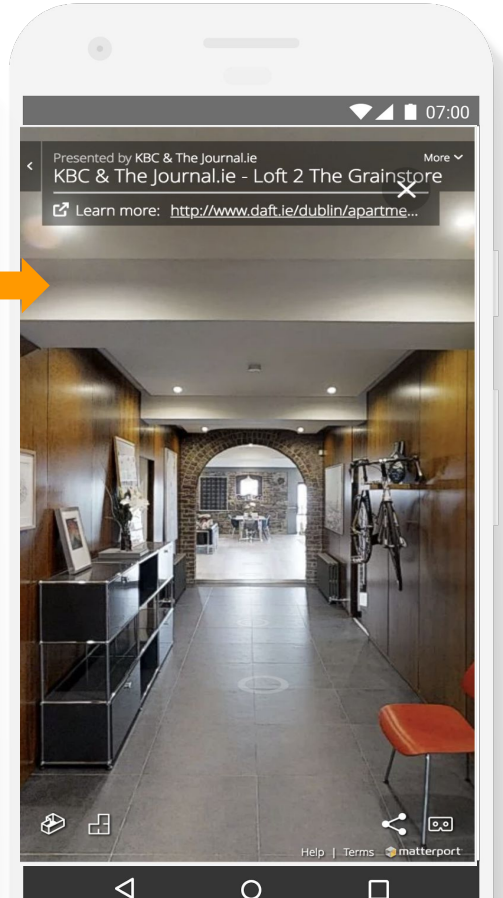
Google

Bonus points: Offer a virtual tour

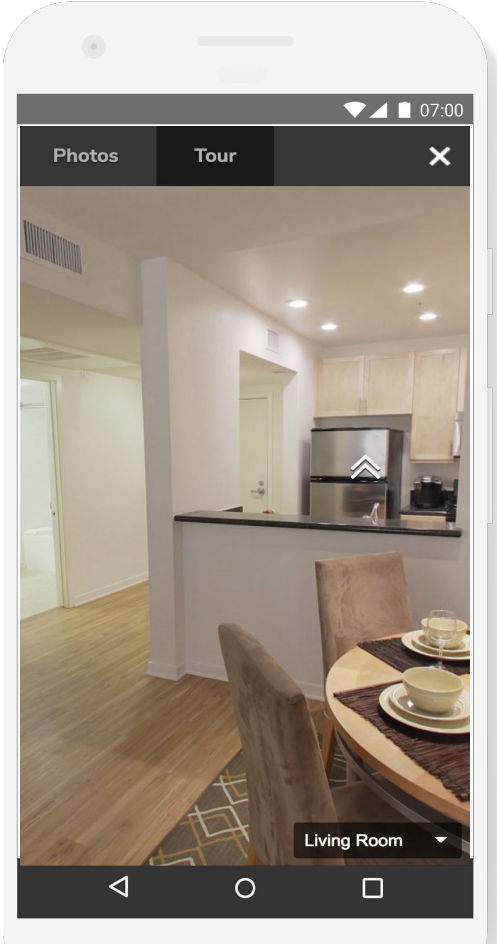
Proprietary + Confidential

daft.ie





homes.com

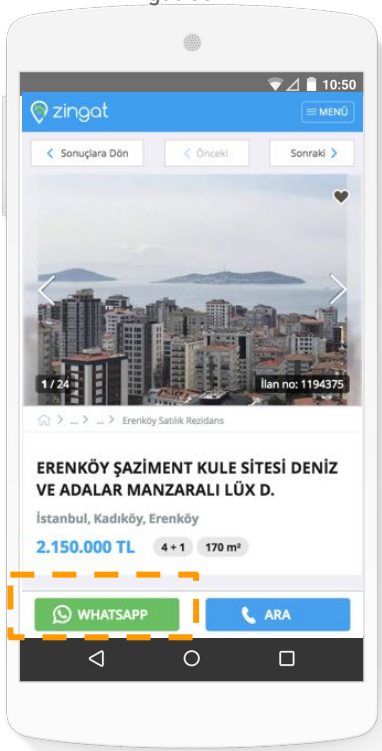


Goo

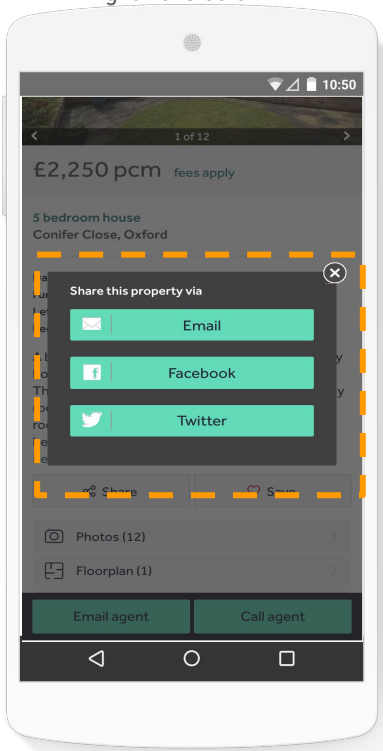
Proprietary + Confidential

Add social share options

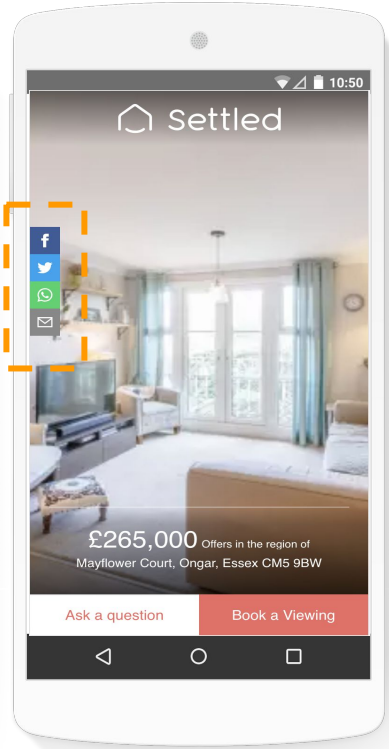
zingat.com



rightmove.co.uk



settled.com



Google

Proprietary + Confidential

Form Optimization

Proprietary + Confidential

Playbook at a glance

Creating frictionless experiences across the funnel (REAL ESTATE)

Section	Sign-in/up Forms	Ease of implementation	Impact	Key Metric
Key suggestion	Communicate sign in/sign-up/app download benefits upfront	Easy	High	CvR for Account creation, app download, # of Returning users
	Sign in with social	Easy	High	CvR, Exit Rate, % error rate
	Consider integrating one tap sign up	Easy	High	CvR, Exit Rate, % error rate
	Show reasons to download an app or sign up	Easy	High	CvR, App to download
	Support cross-device action	Easy	High	Cross device conversion
	Show user benefits of enabling push notifications	Easy	High	Micro-conversion on # of users opt-in

Proprietary + Confidential

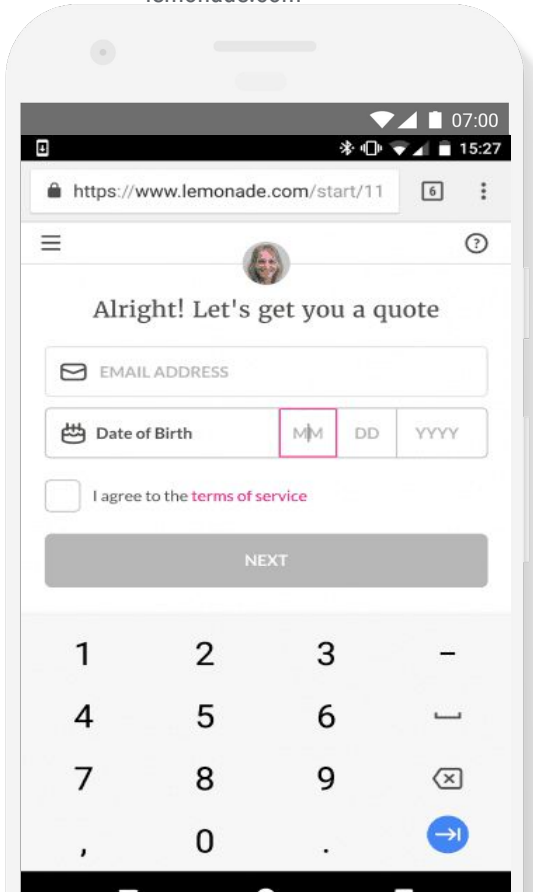
Typing on mobile is hard

me_every_time@

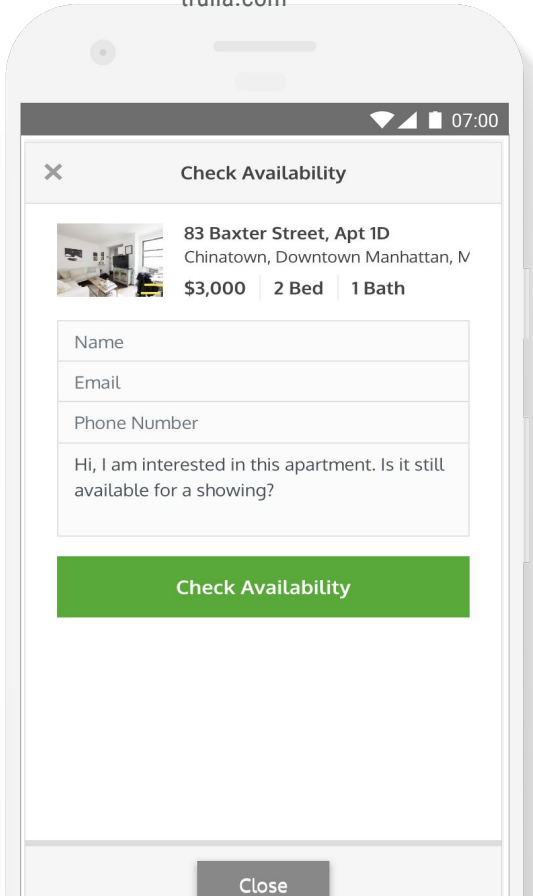
Guide your user to complete the actions in the form

Proprietary + Confidential

lemonade.com



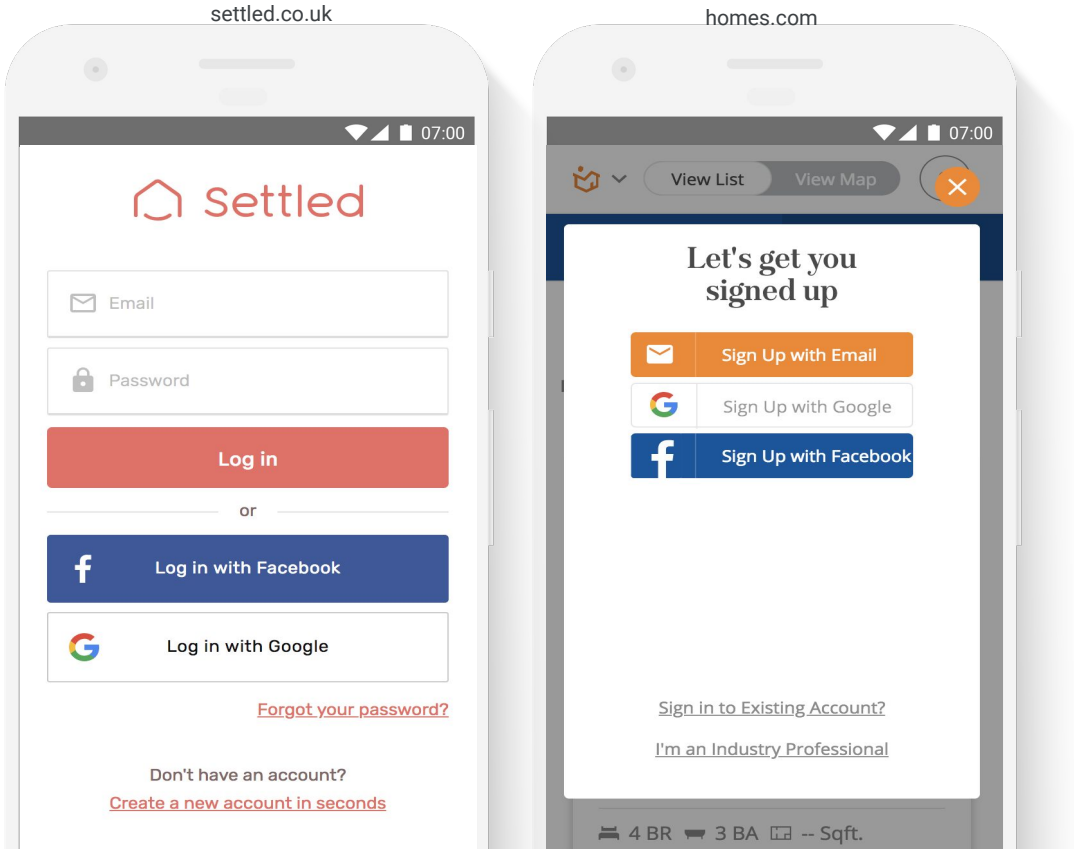
trulia.com



Google

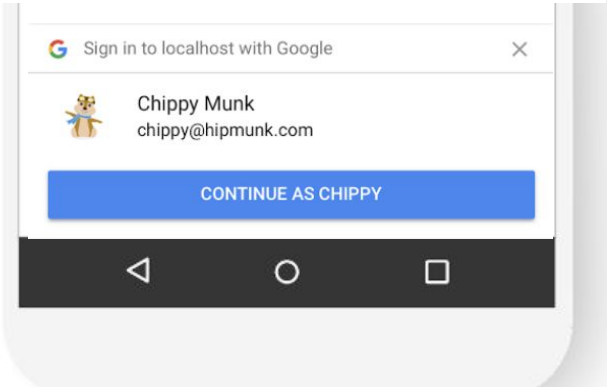
Proprietary + Confidential

Enable social login

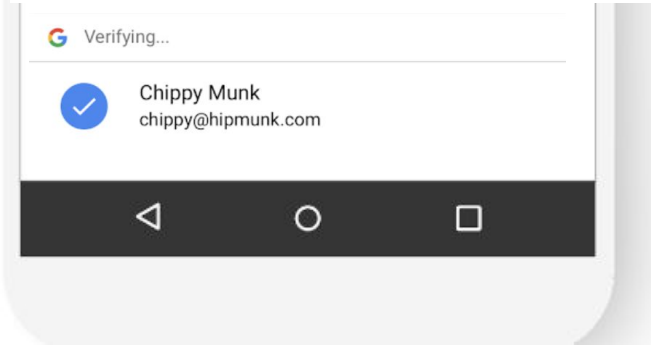


prietary + Confidential

One Tap Sign Up & Auto Sign In



- Streamlined conversion UX - no typing
- Enable instant personalization on load
- Passwordless account security
- Supported on all major browsers

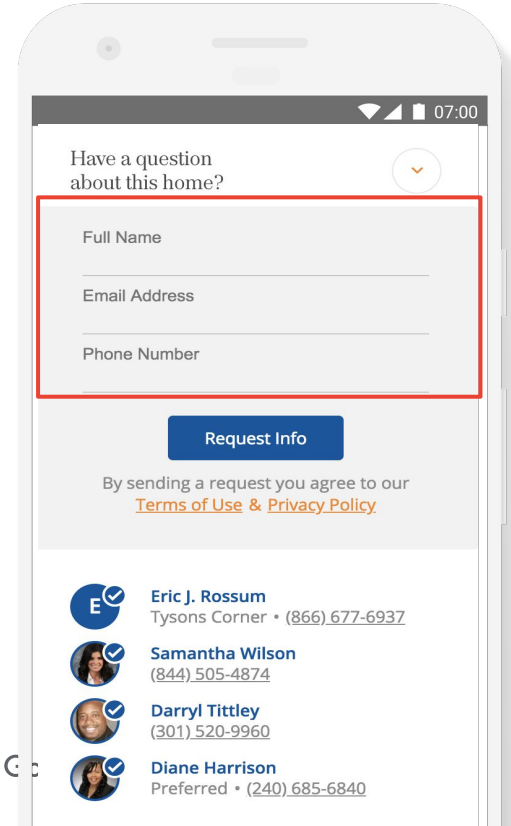


[One-Tap Sign-Up and Auto Sign-In on websites - Google Developers]

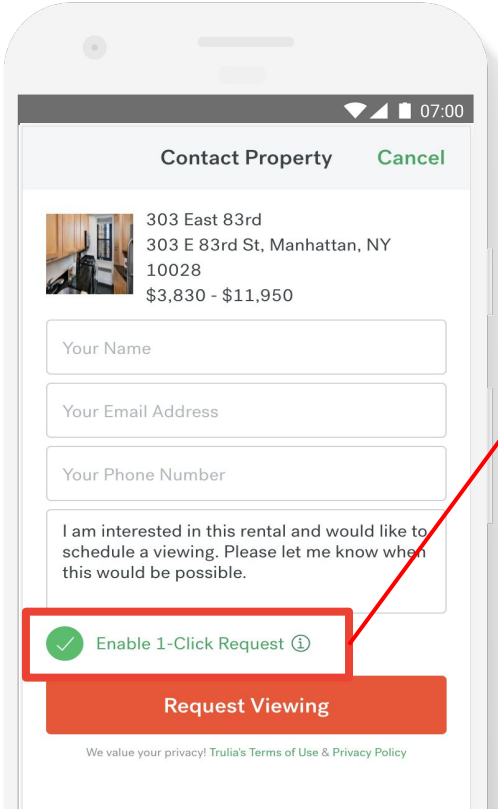
Proprietary + Confidential

Optimize forms: Reduce number of fields

homes.com



trulia.com

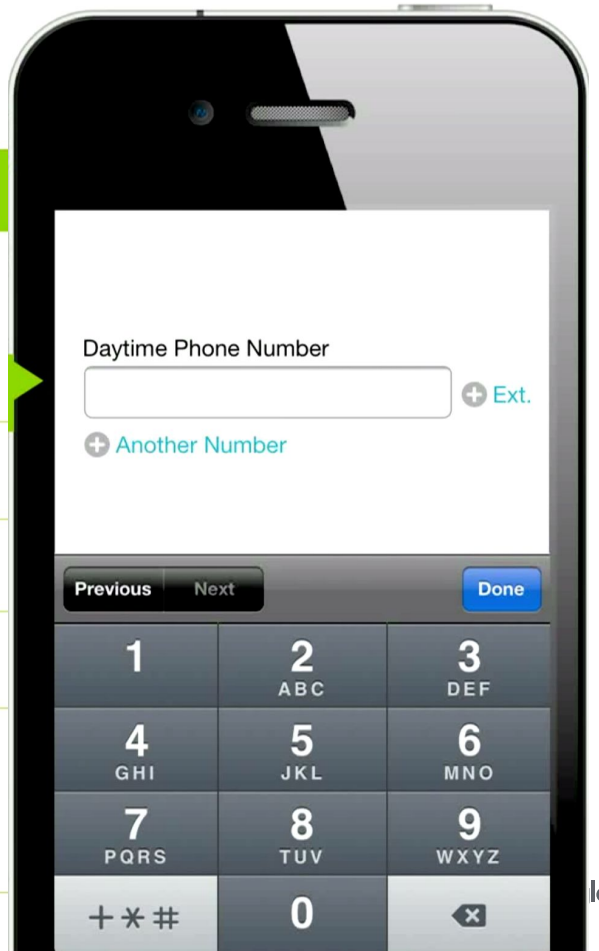


When you enable 1-Click Request on trulia.com, the site saves your details so the following viewing requests are made with one single click.

Proprietary + Confidential

Ensure that the correct input type is used

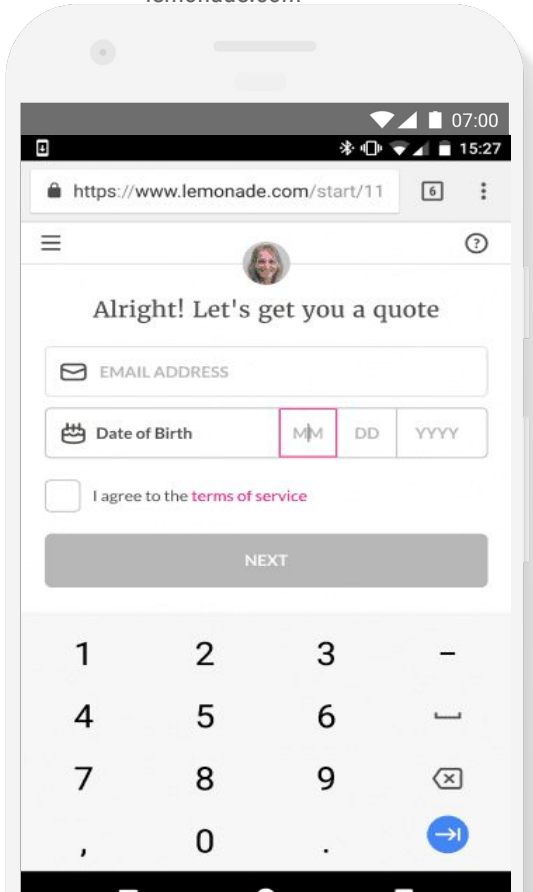
Input Type	HTML
number	`<input type="number" min="2" max="10" step="2" value="6">`
email	`<input type="email">`
url	`<input type="url">`
date	`<input type="date">`
range	`<input type="range" min="2" max="10" step="2" value="6">`



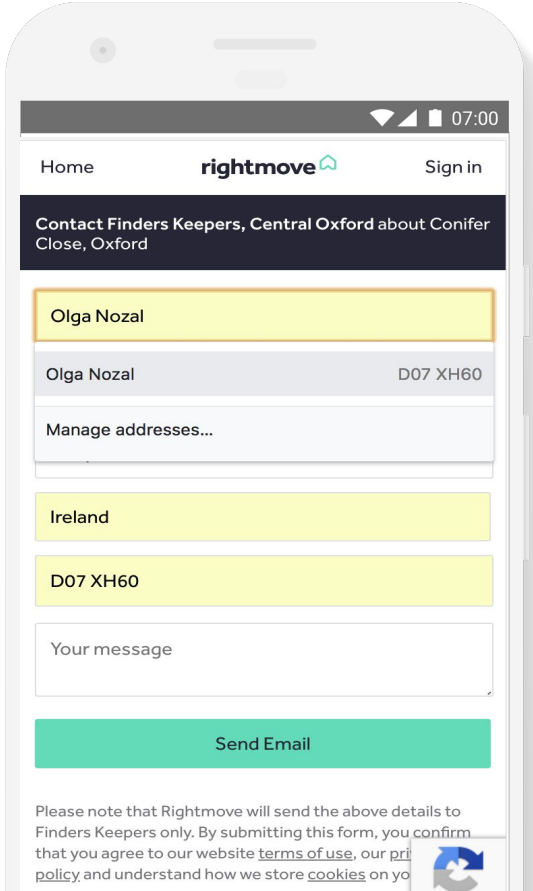
Proprietary + Confidential

Optimize forms: Inline real-time validation and autofill

lemonade.com



rightmove.co.uk



Proprietary + Confidential

Thank You