UX Playbook for Real Estate
Collection of best practices to delight your users
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:
Creating frictionless experiences across the funnel

<table>
<thead>
<tr>
<th>1. HOME/LANDING PAGE</th>
<th>2. MENU &amp; NAVIGATION</th>
<th>3. SEARCH</th>
<th>4. CATEGORY/LISTING PAGE</th>
<th>5. FORM OPTIMIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear CTA above the fold</td>
<td>Show consolidated menu</td>
<td>Include search</td>
<td>Have a value prop at every point in the funnel, including category and product pages</td>
<td>Mark required fields with an asterisk</td>
</tr>
<tr>
<td>Have descriptive CTAs</td>
<td>If foot traffic is important, include a locator button in the menu</td>
<td>Make search visible</td>
<td>Implement spelling correction</td>
<td>Use inline validation</td>
</tr>
<tr>
<td>Clear benefit-oriented value prop above the fold</td>
<td>If calls are important, include click-to-call at the top of every page</td>
<td>Use auto-suggestions</td>
<td>Add urgency elements</td>
<td>Use autofill</td>
</tr>
<tr>
<td>Don’t use full page interstitials</td>
<td>Keep menu options on one page</td>
<td>Implement spelling correction</td>
<td>Have price info above the fold on listing pages</td>
<td>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)</td>
</tr>
<tr>
<td>Remove automatic carousels</td>
<td>For main product categories, order by traffic volume. If using subcategories, organize alphabetically</td>
<td>Always return results</td>
<td>Have secondary CTAs that facilitate x-device, like wishlist, email or call</td>
<td>Use correct keypads</td>
</tr>
<tr>
<td>Display top categories on homepage</td>
<td>Include history activities in the menu</td>
<td>Include previous or top searches - history</td>
<td>If large number of listings, add reviews</td>
<td>Don’t use dropdowns for inputs with &lt; 4 options, instead opt for buttons</td>
</tr>
<tr>
<td>Use legible font sizes</td>
<td></td>
<td></td>
<td></td>
<td>Use steppers, sliders, or open field input for numerical entry rather than large dropdowns</td>
</tr>
<tr>
<td>Use social proof</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
All recommendations should be A/B tested!
What can we learn from “Best-In-Class”
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
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
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
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
Problem to solve: Does the product page show all the info I 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
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
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
Homepage/Landing Page
# PLAYBOOK AT A GLANCE

## Creating frictionless experiences across the funnel (REAL ESTATE)

<table>
<thead>
<tr>
<th>SECTION</th>
<th>Ease of implementation</th>
<th>Impact</th>
<th>Key Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HOME/LANDING PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>KEY SUGGESTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage/Landing Page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear CTA above the fold</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td>Have descriptive CTAs</td>
<td>Easy</td>
<td>Medium</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td>Clear benefit-oriented value prop above the fold</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate, CVR</td>
</tr>
<tr>
<td>Don't use full page interstitials</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>Remove automatic carousels</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>Display top categories on homepage</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate, Clicks on category</td>
</tr>
<tr>
<td>Use social proof</td>
<td>Easy</td>
<td>Medium</td>
<td>CVR</td>
</tr>
<tr>
<td>Use legible font sizes (16px+)</td>
<td>Easy</td>
<td>High</td>
<td>Time on site</td>
</tr>
</tbody>
</table>
Remove automatic carousels

Before

Apartmentbarcelona.com

After

Apartmentbarcelona.com
Why to avoid carousels & sliders

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”

Research:

- Conversion XL
- ClickZ
- Widerfunnel
- NN Group
- Erik Runyon
Optimise Datepickers - Short rental

edreams

Select the day of departure

January 2018

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

May 2018

1 2 3 4 5
6 7 8 9 10
11 12

June 2018

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

hipmunk
Show Benefits on renting/buying property with you

apartmentbarcelona.com

Long term stays & apartments for sale

Monthly rentals
A large selection of fully-equipped, monthly rental apartments in Barcelona.
See all apartments

Yearly rentals
Yearly rental apartments in Barcelona in the best locations.
See all apartments

houzz.com

Create the home you’ve always wanted

Get design ideas
Browse more than 16 million photos

Find home professionals
1M+ are waiting to help

Discover
Decorate and design with products from our curated collection
Show clear USP (Unique Selling Proposition) in the Above The Fold Area

- apartmentbarcelona.com
- renthop.com
- pisos.com
Display most popular listings/areas in a prominent way for easier navigation
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
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
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
Navigation
## PLAYBOOK AT A GLANCE

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<tbody>
<tr>
<td>KEY SUGGESTION</td>
<td>Show consolidated menu</td>
<td>Medium</td>
<td>High</td>
<td>Pages/visit increase</td>
</tr>
<tr>
<td></td>
<td>If calls are important, include click-to-call at the top of every page</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on icon</td>
</tr>
<tr>
<td></td>
<td>If foot traffic is important, include a store locator button in the menu</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on icon</td>
</tr>
<tr>
<td></td>
<td>Keep menu options on one page</td>
<td>Medium</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>For main product categories, order by traffic volume</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>If using subcategories, organize alphabetically</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>Include post sales activities in the menu</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
</tbody>
</table>
Have easy menus

homes.com

- Home
- Find A Home
- Sell Your Home
- Meet An Agent
- Homes How To
- MyHomes

savills.com

Menu

- FIND A PROPERTY
- MARKET YOUR PROPERTY
- FIND A SERVICE
- WHY SAVILLS
- INSIGHT & OPINION
- TALK TO US
Pre-filter info for your user’s needs

lemonade.com

Do you rent or own it?

RENT
OWN

homes.com

I’d like to Buy a 3 Bedroom Home in Dublin, D for Around $250k

Discover a Simply Smarter Home Search

No Homes Available

housing.com

I am looking to
Buy Rent in

Select or Type your city

Popular Cities

Mumbai Bengaluru Hyderabad
Pune Chennai Delhi
Gurgaon Noida Kolkata
Easier navigation with listings matching your criteria on the navigation bar

Apartment List provides a series 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
Search
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<tr>
<td><strong>Menu &amp; Navigation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Include search</td>
<td>Hard</td>
<td>High</td>
<td>% traffic w/ searches, cvr</td>
</tr>
<tr>
<td>Make search visible</td>
<td>Easy</td>
<td>High</td>
<td>% traffic w/ searches, search depth</td>
</tr>
<tr>
<td>Use auto-suggestions</td>
<td>Medium</td>
<td>High</td>
<td>Bounce rate on traffic w/ searches, search depth</td>
</tr>
<tr>
<td>Implement spelling correction</td>
<td>Medium</td>
<td>Medium</td>
<td>Bounce rate on traffic w/ searches, search depth</td>
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<tr>
<td>Always return results</td>
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<tr>
<td>Include previous or top searches</td>
<td>Medium</td>
<td>Medium</td>
<td>Bounce rate on traffic w/ searches, search depth</td>
</tr>
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</table>
Use Autosuggestions

purplebricks.co.uk

moovingo.com

housing.com

Property Search

FOR SALE □ TO LET □

Location

Oxford
Oxford Spires Park

Bedrooms

No min □ No max □
Any

Include Sold?

Browse Listings

Estate agency designed to save time & money when selling your home

I am looking to

Buy Rent in

Be

Bengaluru
Beawar
Belgaum
Make search visible on every step of the user journey

zungat.com

savills.com

rightmove.co.uk
Always return results. If no results, offer an alternative

Not Recommended

Rightmove.co.uk

BEST PRACTICE
Category/Listing page
## Playbook at a glance

Creating frictionless experiences across the funnel (REAL ESTATE)

<table>
<thead>
<tr>
<th>Section</th>
<th>Results page</th>
<th>Ease of implementation</th>
<th>Impact</th>
<th>Key Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key suggestion</strong></td>
<td>Use real estate efficiently: use visual icons, show concise info, make it easy to compare between listings</td>
<td>Medium</td>
<td>High</td>
<td>CTR, Bounce Rate, % try to book conversion</td>
</tr>
<tr>
<td>Allow sorting &amp; filtering</td>
<td></td>
<td>Medium</td>
<td>High</td>
<td>CTR, Bounce Rate, Time on page, % try to book conversion, %rate errors</td>
</tr>
<tr>
<td>Show total number of results</td>
<td></td>
<td>Easy</td>
<td>Medium</td>
<td>CTR, Bounce Rate</td>
</tr>
<tr>
<td>Use professional imagery</td>
<td></td>
<td>Medium</td>
<td>High</td>
<td>Time on page, CTR, % try to book conversion</td>
</tr>
<tr>
<td>Use geo info meaningfully</td>
<td></td>
<td>Medium</td>
<td>High</td>
<td>CTR, Bounce Rate</td>
</tr>
<tr>
<td>Use drop-downs as a last resort</td>
<td></td>
<td>Easy</td>
<td>Medium</td>
<td>CTR, Bounce Rate, %rate errors</td>
</tr>
</tbody>
</table>
Show benefits prior to the booking

apartmentbarcelona.com

settled.uk

yopa.com

Services

- Free WiFi
- Air conditioner
- Centrally located office with 24/7 reception
- Free luggage storage 24/7
- Bathroom essentials
- Kitchen essentials
- Cleaning essentials
- Cleaning service every 4 days
- Multilingual staff

Settled

Achieve the best price, for less
On average, Settled sellers save £3,500 and receive 98% of their asking price.

- No sale, no fee
- Choose your moving day in advance and pay nothing until your sale completes.

- Legal work included
- No need to instruct a solicitor. Our price includes dedicated legal services.

Sell my home

Your own Yopa estate agent

Your dedicated agent is local to you, knows your area backwards, and will be with you from start to finish.

Sell for the best price

Yopa’s agents know their stuff: they’ll be your trusted expert to guide you through selling your home.
Use professional imagery
Allow sorting & filtering
Use Geo info meaningfully

homes.com
Use Geo info meaningfully (2)
Provide easy access to listings search history
Add social proof

apartmentlist.com

emoov.com
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?
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
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

Integration AMP + PWA - amproject.org
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
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](#)
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
Bonus points: Offer a virtual tour

daft.ie

Features
- Double glazed hardwood windows.
- Gas fired central heating.
- Exposed and sealed original stone wall and brickwork.
- Stainless steel bespoke kitchen with a feature red brick archway backdrop.
- A mixture of quality modern fittings married with a selection of salvaged and reused materials.
- Original cast-iron beam for pulling in the sacks of grain.

homes.com
Add social share options

zingat.com

rightmove.co.uk

settled.com
Form Optimization
# Playbook at a glance

Creating frictionless experiences across the funnel (REAL ESTATE)

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

me_every_time@
Guide your user to complete the actions in the form:

**lemonade.com**

- Alright! Let's get you a quote
- Email Address
- Date of Birth
- I agree to the terms of service
- Next

**trulia.com**

- Check Availability
- 83 Baxter Street, Apt 1D
- Chinatown, Downtown Manhattan, NY
- $3,000, 2 Bed, 1 Bath
- Name
- Email
- Phone Number
- Hi, I am interested in this apartment. Is it still available for a showing?
- Check Availability
Enable social login

settled.co.uk

homes.com

Let's get you signed up

Sign Up with Email
Sign Up with Google
Sign Up with Facebook

Forgot your password?
Don't have an account?
Create a new account in seconds

Sign in to Existing Account?
I'm an Industry Professional
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
Optimize forms: Reduce number of fields

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.
Ensure that the correct input type is used

<table>
<thead>
<tr>
<th>Input Type</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td><code>&lt;input type=&quot;number&quot;</code></td>
</tr>
<tr>
<td></td>
<td><code>min=&quot;2&quot; max=&quot;10&quot;</code></td>
</tr>
<tr>
<td></td>
<td><code>step=&quot;2&quot; value=&quot;6&quot;&quot;&gt;</code></td>
</tr>
<tr>
<td>email</td>
<td><code>&lt;input type=&quot;email&quot;&gt;</code></td>
</tr>
<tr>
<td>url</td>
<td><code>&lt;input type=&quot;url&quot;&gt;</code></td>
</tr>
<tr>
<td>date</td>
<td><code>&lt;input type=&quot;date&quot;&gt;</code></td>
</tr>
<tr>
<td>range</td>
<td><code>&lt;input type=&quot;range&quot;</code></td>
</tr>
<tr>
<td></td>
<td><code>min=&quot;2&quot; max=&quot;10&quot;</code></td>
</tr>
<tr>
<td></td>
<td><code>step=&quot;2&quot; value=&quot;6&quot;&quot;&gt;</code></td>
</tr>
</tbody>
</table>
Optimize forms: Inline real-time validation and autofill
Thank You