

2 1 3 2 7 0 8 0

SONGBIRD

USMAN KHAN

A BIT ABOUT ME...



Born in **Halifax** and lived in **Luton** up until 2013, then moved to **Manchester**. Since an early age, I have been helping out with renovating properties where I have some knowledge in advertising properties.

I am a **UI/UX Designer** that loves to create **intuitive designs** that create a journey users love. Aside from that I also enjoy creating websites using **HTML CSS** and **JavaScript** - whether that maybe to create interaction designs to developing a website that can implement a CMS for users to add their own information to.

Outside of making websites



A basketball fan - favourite player is Kobe Bryant



Go to the gym

THE BRIEF

The client '**Songbird**' is wanting a **website** that helps spread **brand awareness** and they would like the design to be **luxurious**, which reflects the brand of selling luxury real estate to **adults** and are wanting the website to feel a sense of **wonder** whilst also being **fresh**.

The website must be able to **maximise conversations** and include pages such as a **landing page**, **product page** and a **blog page**.



WHAT ARE THE NEEDS?

- Need a website that spreads the brand awareness.
- Use the brand colour which is **Grey**
- Want to convey a sense of **wonder**, but still being **fresh**
- Prefer a design that is luxurious



WHO ARE THEY?

Songbird is a luxury real estate organisation that specialises in selling stunning mansions in out of this world locations, they provide a service that makes your buying experience a wonder and enhances your horizon to find that perfect home that would otherwise just be a dream, they turn that dream into reality.

Their ideal target is **adults**, within the ages of **24-45**, they don't aim at a particular gender- want to be universally appealing widening the customer base.

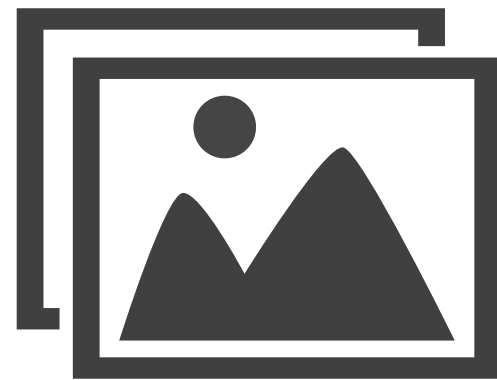
They are based in **London**, but have offices around the world - such as **America (Las Vegas)**, **Dubai (UAE)** and also **Singapore**.



Research



72% of Millennials and Generation X use a **smartphone** or **tablet**, when **searching** for **property**. Where **95% or more** of buyer search through the internet. Having a well optimised website will boost traffic and sales.



89% of all buyers rely on the **pictures** of the property instead of the description, resulting in the pictures being the **most valuable** way of displaying a property and **boosting** interests.



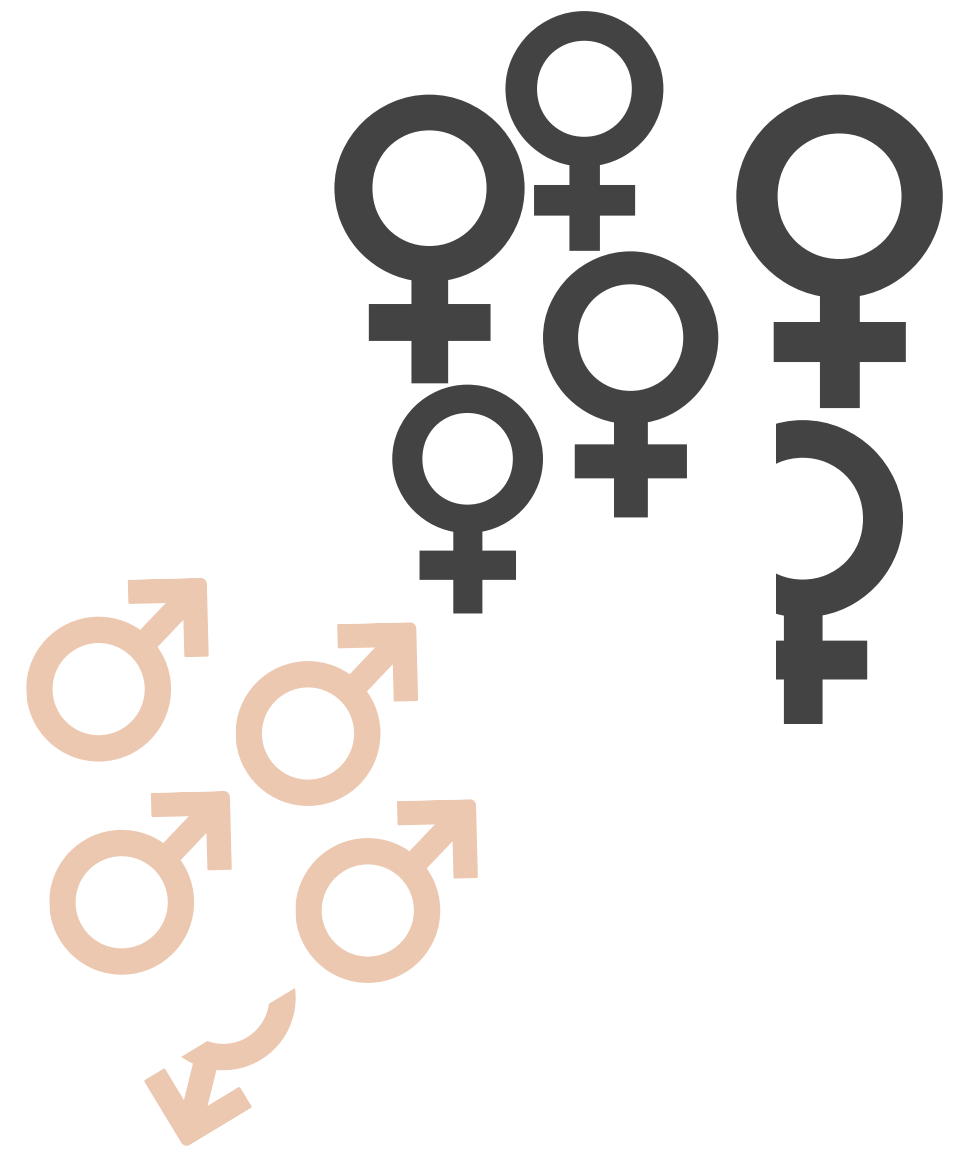
88% of people depend on the **estate agent** to sell their homes along with buying a home, due to the estate agent being able to elevate the **property features** or **design elements**.



Research

Women take up **54 %** of the Luxury homeowners ages **below 35**. Reason for this is more women are now receiving more corporate jobs, resulting in financial success.

A survey carried out in 24 countries including the UK, US and the Middle East found that **51%** of luxury homeowners under 35 have a **masters degree**, whilst **61%** of those over 35 have a **masters degree or higher**.



[2]



Research

In 2023, Luxury house sales were at **2.1%** and they now in 2024 are forecast to grow to **2.5%**. This in theory has made more house to be listed with prices increasing slightly.

There were also an increase of cash buyers where many reports have stated that **52%** of prime buyers are paying using cash and that is a **46%** increase then what is was in June 2023.

What does this mean? Luxury homeowners are buying properties with **cash** instead of taking out **loans or mortgages**. A negotiating tactic that allows people to get properties at lower prices due to it being desirable compared to online payments.



COMPETITOR 1 - NEST SEEKERS

Pros

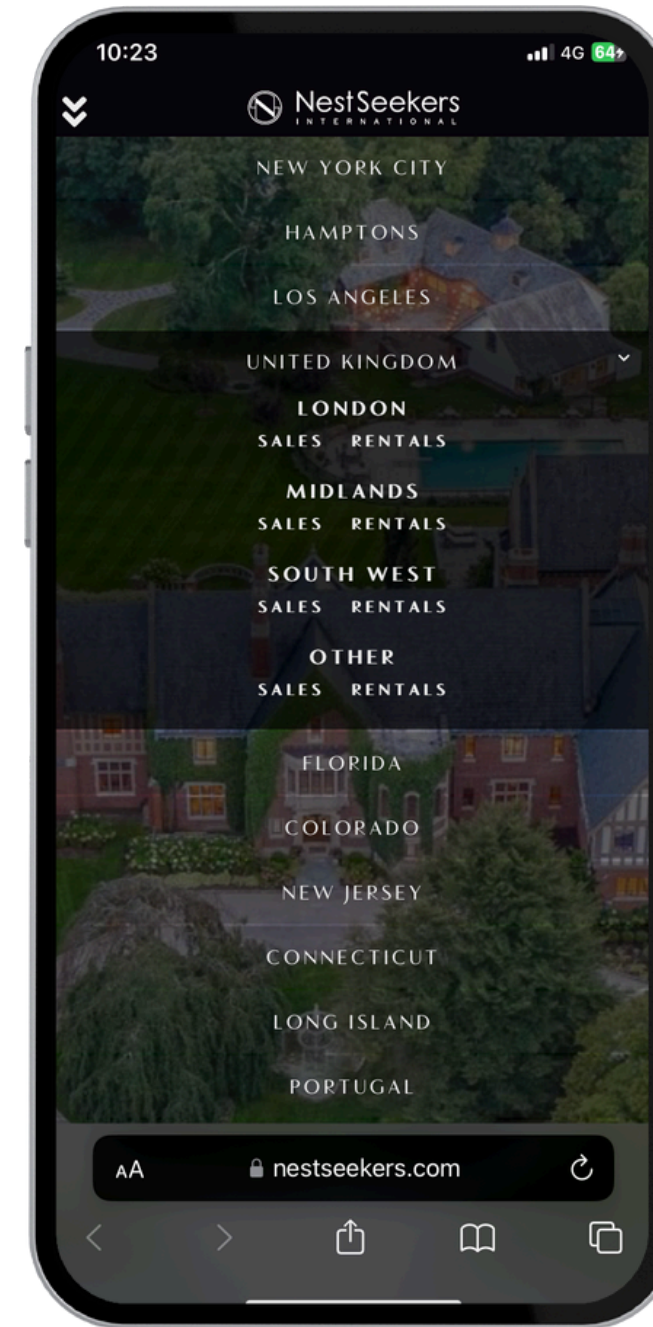
- The website has a luxury feel when you access it.
- Layout of pages with properties are appropriate - information is separated allowing you to find necessary information.

Cons

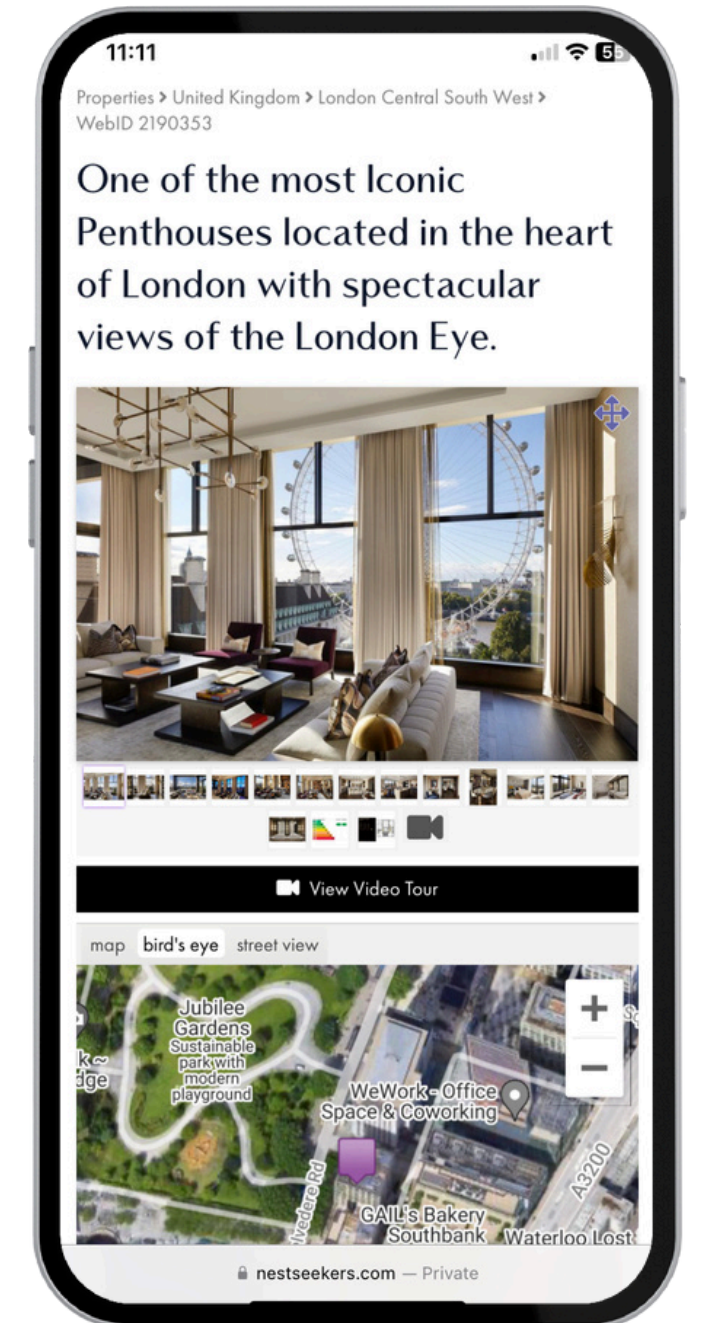
- Home screen has a list of countries but you have to select 'Sales' or 'Rentals' to view property and these are not very accessible.
- Images on the selected property are difficult to view and when you click on the image, they move to the next image.

Unique Features

- Able to view development projects that are in process.
- Give you advice on how to market your property to get the most amount of money and marketing advice.



[10]



Target Audience: **25-34 year olds**

Female: **53.19%**

Male: **46.81%**

62.15% of users are from United State of America

COMPETITOR 2 - SOTHEBY INTERNATIONAL REALTY

Pros

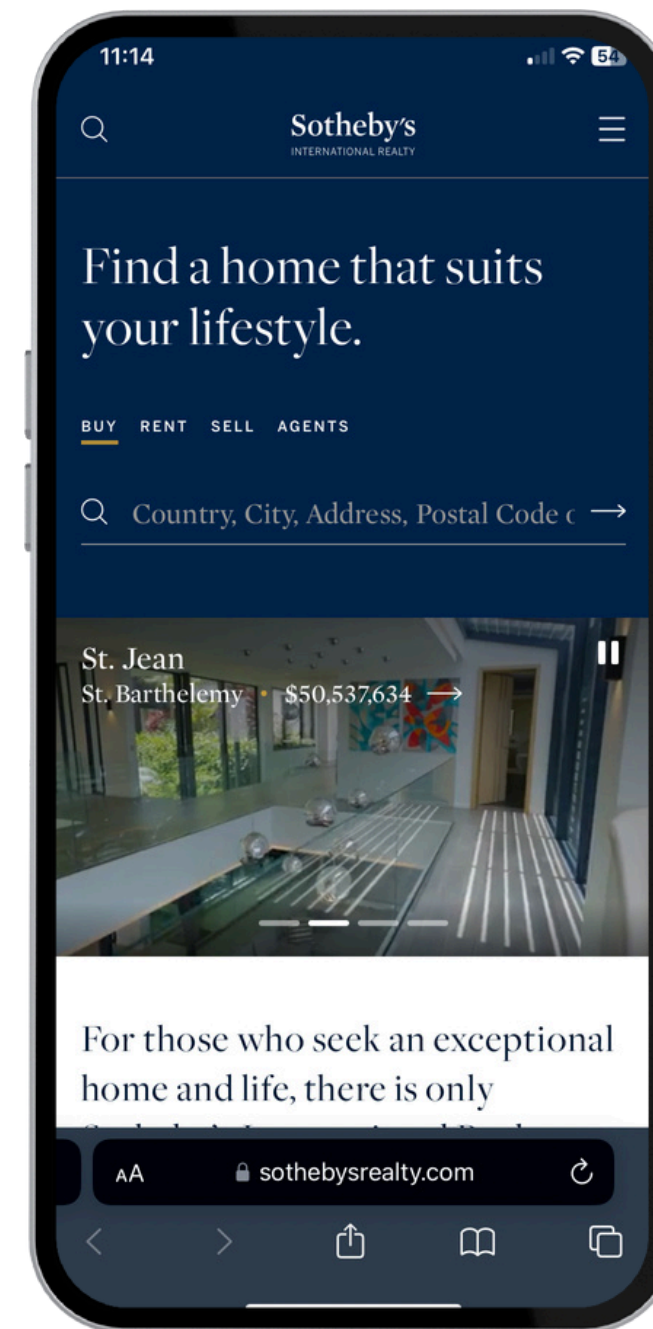
- When you are load the website you know who the brand is and what they do.
- Navigation is sectioned so you are able to carry out different tasks such as finding ‘Properties for rent’

Cons

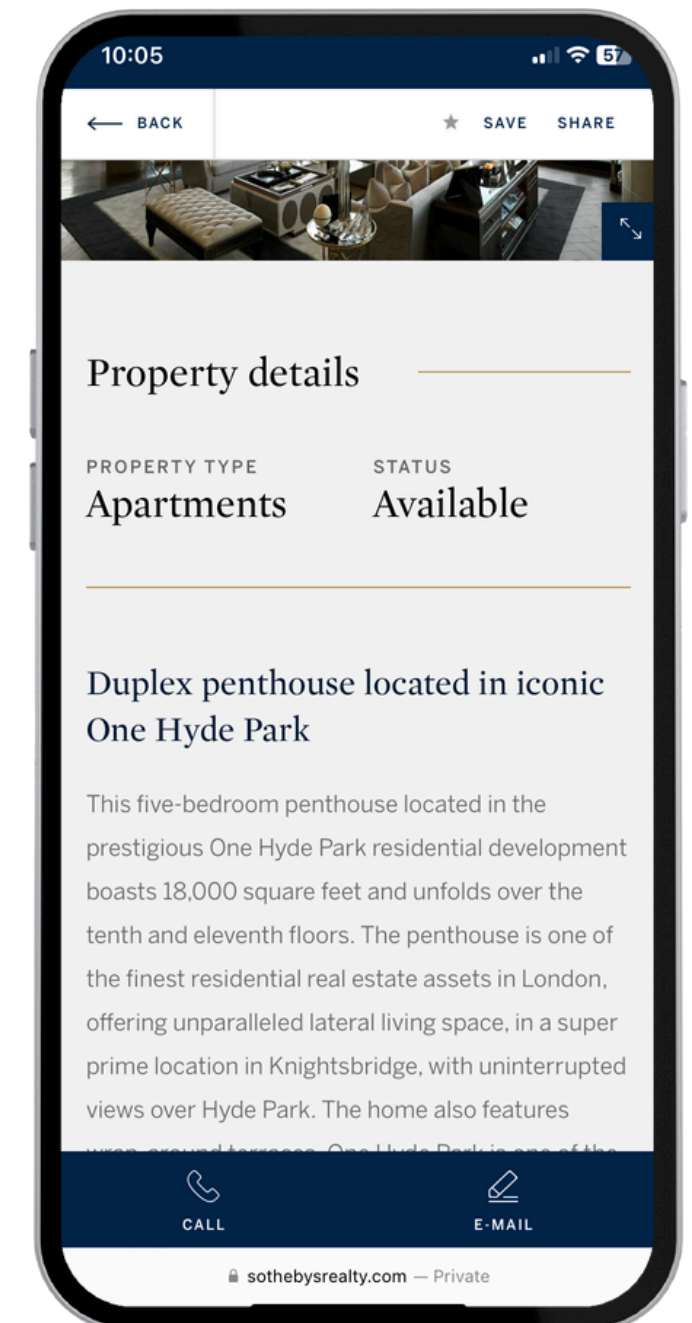
- Certain information on properties are written in paragraphs and not in bullet points.

Unique Features

- Have access to an auction that they host.
- Able to read blogs that they have been featured in.



[9]



Target Audience: **25-34 year olds**

Male: **52.81%**

Female: **47.19%**

59.94% of users are from **United States of America**

Persona



"Don't wait to buy real estate, buy real estate and wait."

Age: 33
Work: Chief Marketing Officer
Family: Married
Location: London, England

Pain Points

- Limited properties in desired locations
- Pressure to make a decision
- Conveyancing Issues
- Market fluctuations
- Difficulty scheduling property viewings

- Ambitious
- Social
- Detail-oriented
- Discerning
- Innovative
- Sophisticated

Goals & Motivations

- Wants the property to elevate her statement
- Seeks a property that offers elegance and modern amenities
- Property needs to have space for the dogs
- Elevate living experience
- Fulfil a personal goal of owning a luxury piece of real estate

Frustrations

- When real estate properties don't align with her preferences or ideal location
- Poorly organised website or inaccessible customer support
- Complex navigations
- Poor communication with real estate agents

Bio

Susan Smith is a successful chief marketing officer based in London, England. She lives with her husband and their 2 dogs in a luxury apartment in the city centre. They find the apartment that they are living in is starting to become a bit cramped. As she has a successful career, she wants to find something that helps to show the success she has; Susan is ready to invest into a luxury property that is in a ideal destination for her to travel to work whilst also giving her dogs the space to run around. She has dreamed of owning a luxury real estate property and feels it is about time to upgrade into something that showcases her status.

Values

- Seamless experience from browsing property to negotiating and closing the deal.
- Convey a sense of prestige
- Be part of a desirable community

Needs

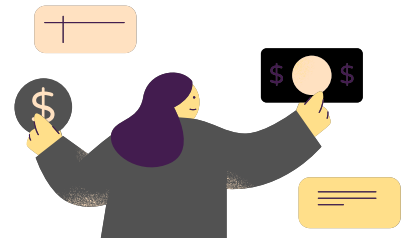
- A property that can be used as a symbol of her accomplishments.
- A property that can have some long-term stability in terms of investment
- Entertainment space for guests/family
- A home that has some architectural features that can stimulate her artistic

Social Media

Platforms used

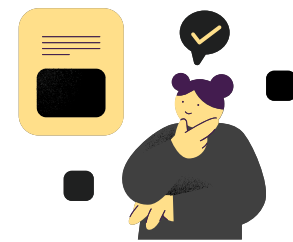
- Instagram
- LinkedIn
- Pinterest

User Journey



AWARENESS

Susan searches online and social media for properties she wants to purchase and comes across Songbird. She begins to read about the organisation and get to know a bit more about them.



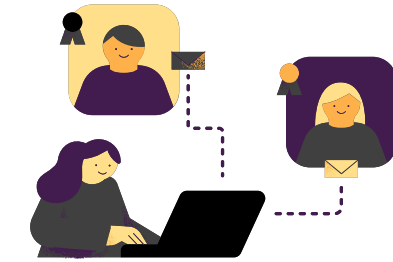
CONSIDERATION

Susan once understands the organisation begins to look at competitors to compare which is the organisation that she should use for making a decision on buying the property she wants.



DECISION

After comparing with competitors, Susan makes her decision in choosing Songbird, as they have the better property listings and are the type she is looking for and she books to enquire about the ideal property to where she can view it in-person and make the offer.



CUSTOMER LOYALTY

Once Susan has purchased her property, could have a 'refer a friend' scheme or a service that ensures that can provide cleaning or development services to keep that company-customer relationship.



Mood board

SongBird

Navigation icons: Search, Home, Funnel, List, Magnifying Glass, House, Funnel, Profile Card

Color Palette:

- C8AD55 (Gold (metallic))
- 9CFFFA (Ice blue)
- 474747 (Outer space)
- FF6663 (Bittersweet)
- DB504A (Jasper)
- CEB992 (Khaki)
- E5446D (Cerise)
- 525252 (Davy's gray)
- 08A4BD (Moonstone)
- 446DF6 (Neon blue)
- EFC7C2 (Tea rose (red))
- FFE5D4 (Champagne pink)
- 525252 (Davy's gray)
- BFD3C1 (Ash gray)
- 68A691 (Cambridge blue)



Style Guide

Colours



HEX: EFC7C2
RGB: 239,199,194



HEX: 68A591
RGB: 104,165,145



HEX: 5252521
RGB: 82,82,82



HEX: FFE5D4
RGB: 255,228,212

Typography

CINZEL REGULAR

CINZEL BOLD

CINZEL BLACK

Heading Text

33px – Desktop

20px – Mobile

Playfair Display Regular

Playfair Display Medium

Playfair Display Semi Bold

Playfair Display Bold

Playfair Display Extra Bold

Playfair Display Black

Body Text

23px – Desktop

16px – Mobile

Typography Imagery

ABOUT US

Songbird is a real estate agency that specialises in selling the top property to the top clients.

ABOUT US

Songbird is a real estate agency that specialises in selling the top property to the top clients.

ABOUT US

Songbird is a real estate agency that specialises in selling the top property to the top clients.

Standard Fonts

Heading- Standard Cinzel

Body - Extra Bold Playfair Display

Heading - Black Cinzel

Body - Medium Playfair Display

Logo

Primary Logo



Secondary Logo



Logo Varitations



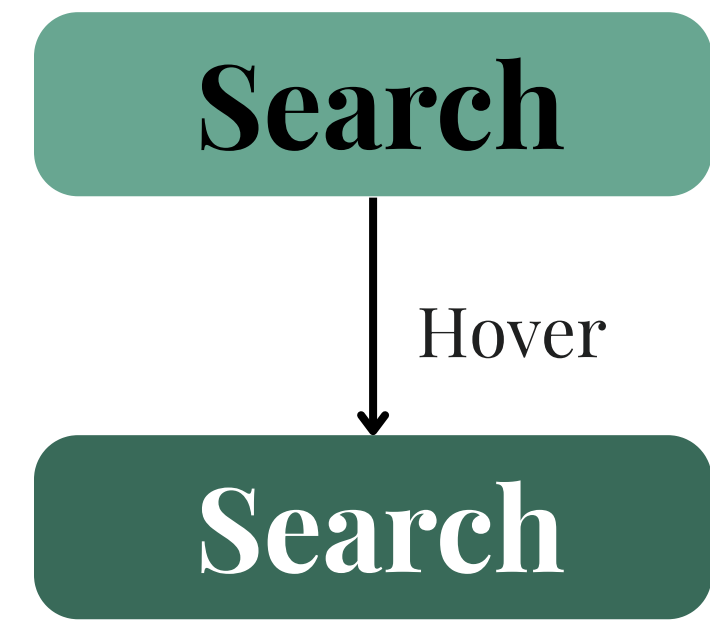
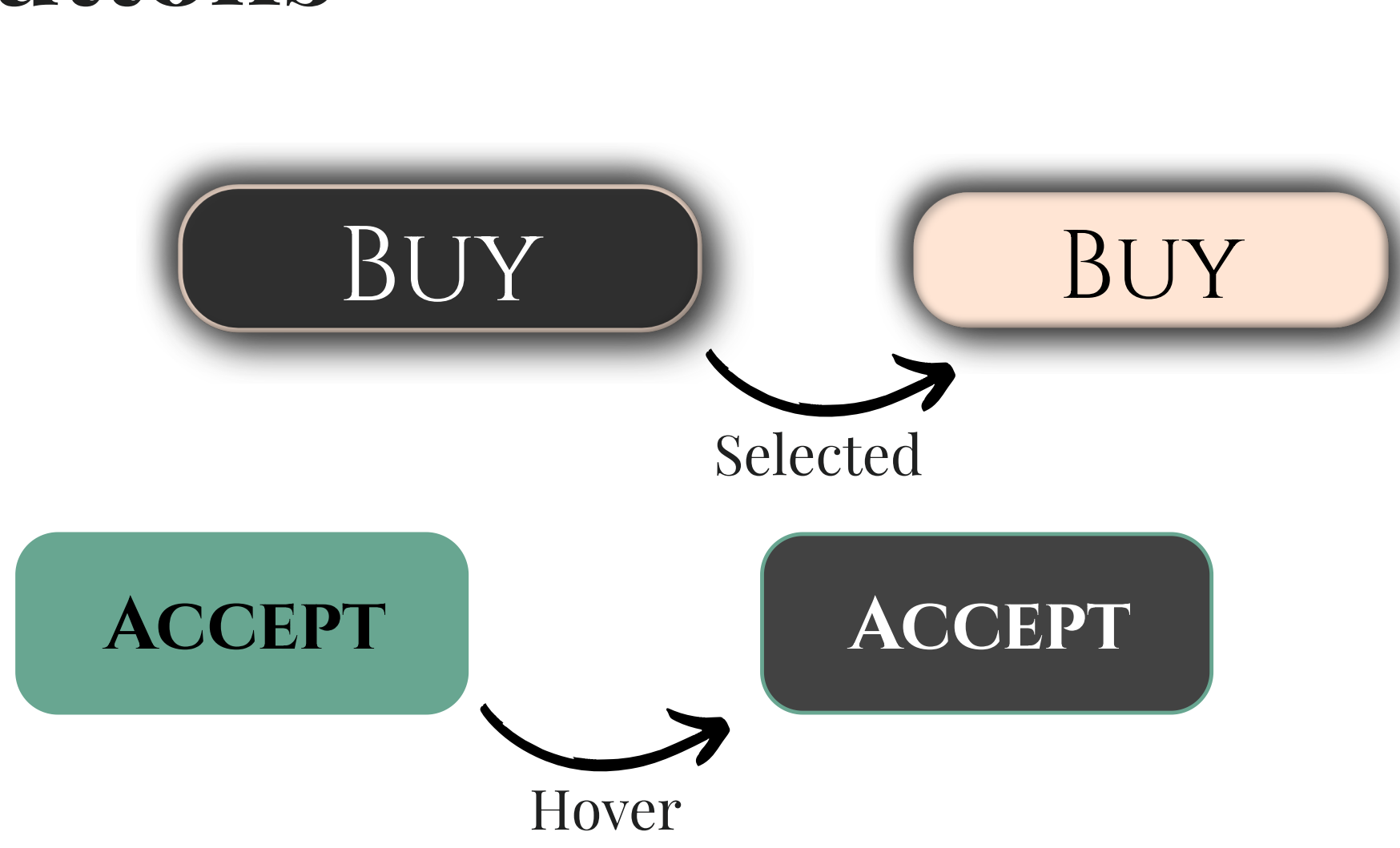
Advertising



- Keep Images Simple
- Keep designs minimal
- Use powerful words
- Ensure language is simple
- Spacing between text is appropriate
- Create an emotion for customers to be intrigued



Buttons



Icons need to be clear and size of them should be **20px**. At this pixels, they are accessible and fit the overall design of the website.

Style of them should be full colours, but if they have the outline and no fill colour - then should be in a colour that doesn't clash with background colour.

Icons



Images



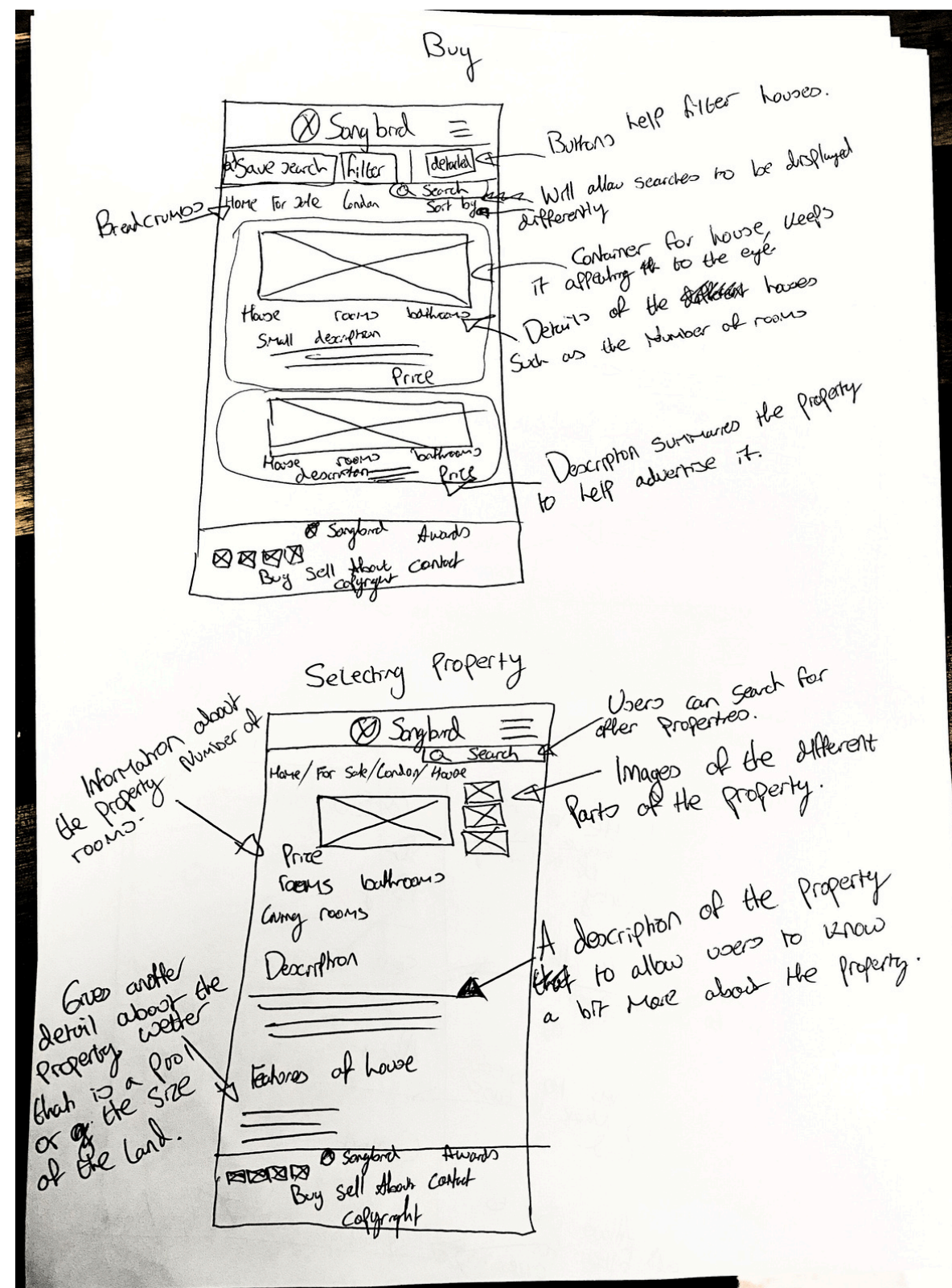
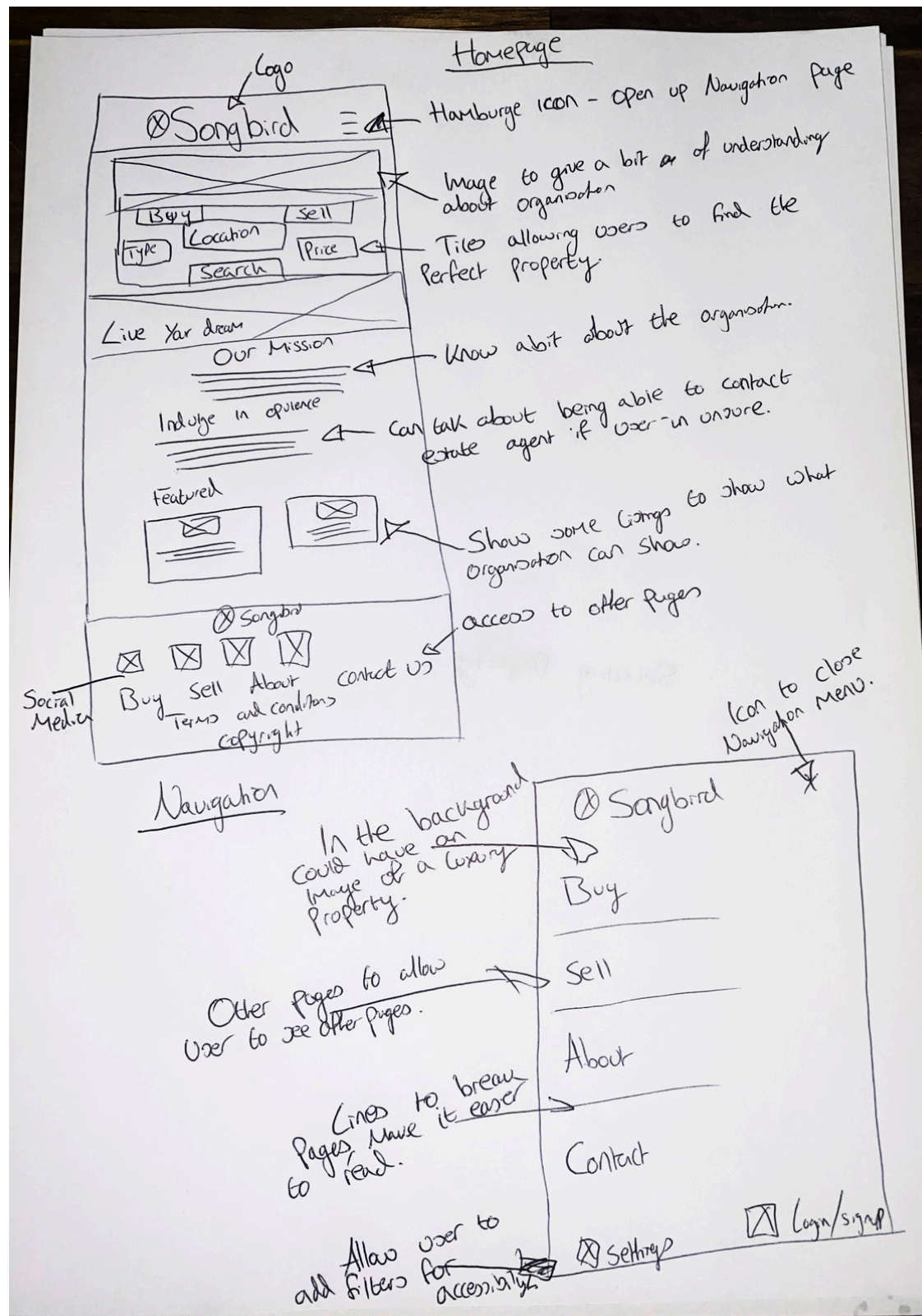
- Ensure images have a wide angle view
- Lighting is appropriate
- Take pictures from a neutral angle
- Avoid distractions
- If your target is the living room, make sure it gives a warm, opening feel
- Try to keep images natural



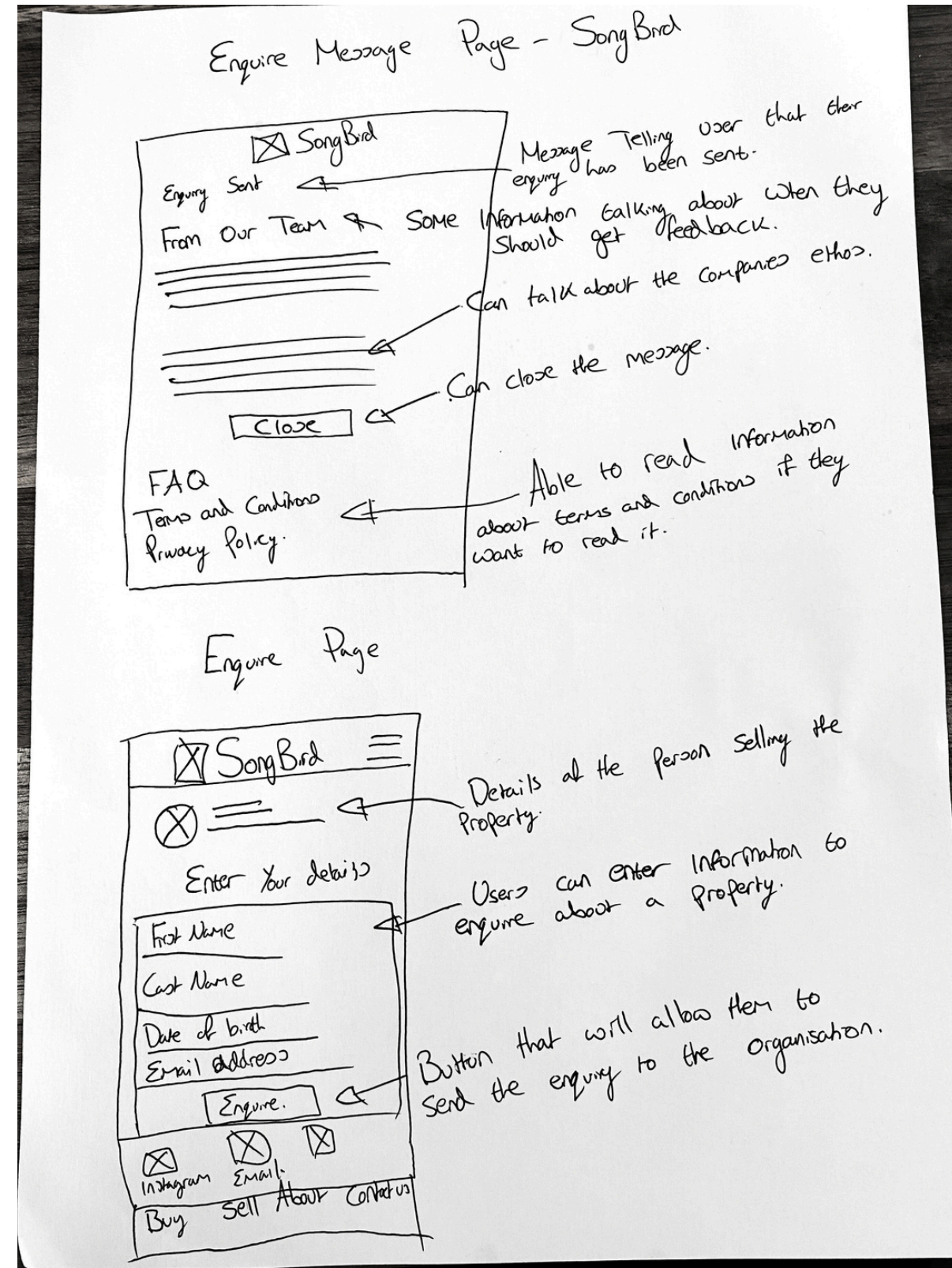
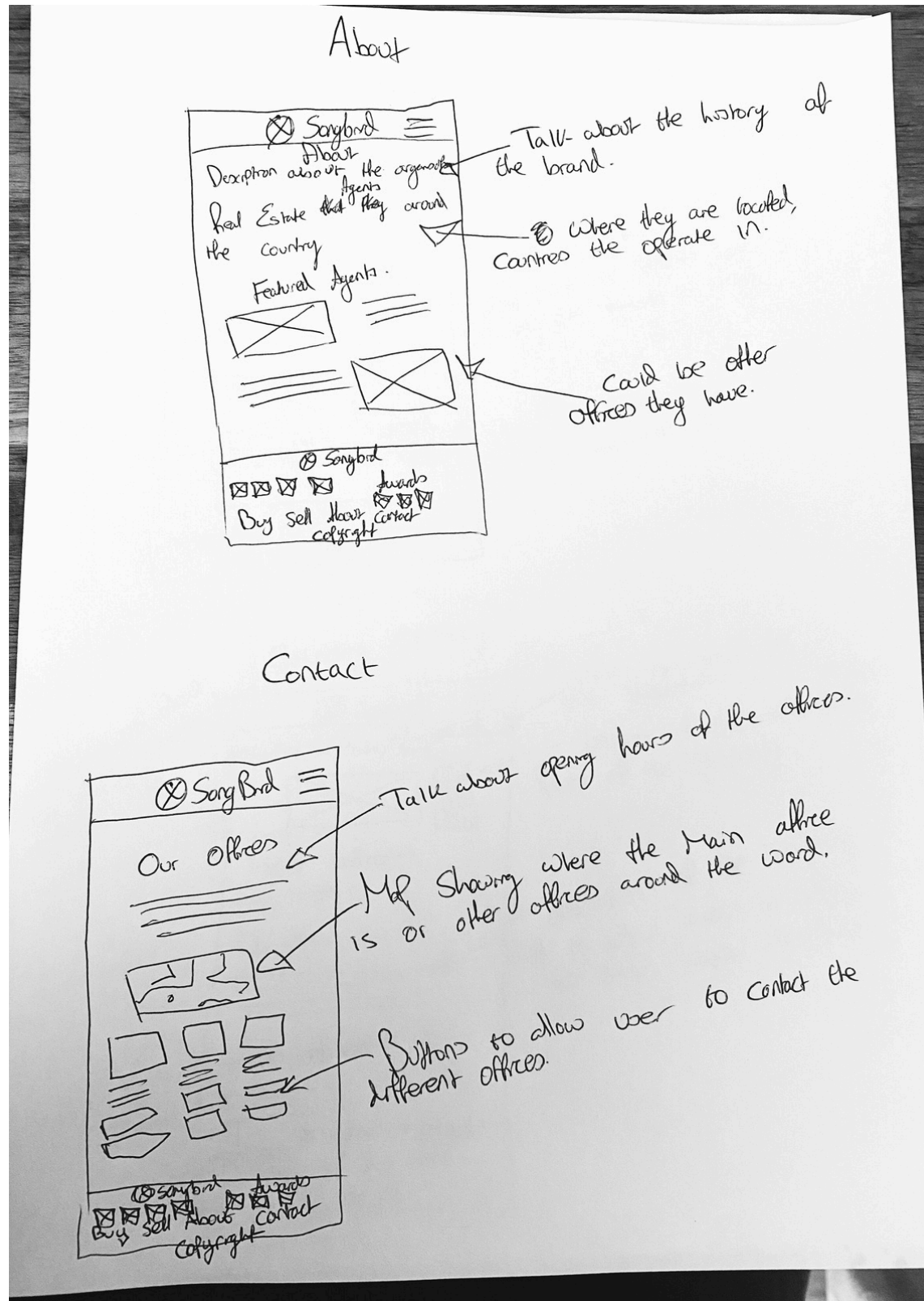
- Avoid over saturating images
- Not showing the whole perspective of a room
- Avoid changing the width/height of an image

Sketches and Wireframes

Sketches



Sketches



Wireframes

Homepage

Live Your Dream

Our Mission

Indulge In Opulence

Copyright © SongBird 2021

Buy

Save Search

Home/For Sale/London

Homes for sale London

Sort By: Recent

House Address No. Rooms No. Bathrooms

Description of property

£Price _____

House Address No. Rooms No. Bathrooms

Description of property

£Price _____

Copyright © SongBird 2021

Selected Property

Postcode Price

No. of Rooms No. of Bathrooms

No. of Living Rooms Other Rooms

Description of property

Features of Property

Outside

Inside

Property Users have also seen

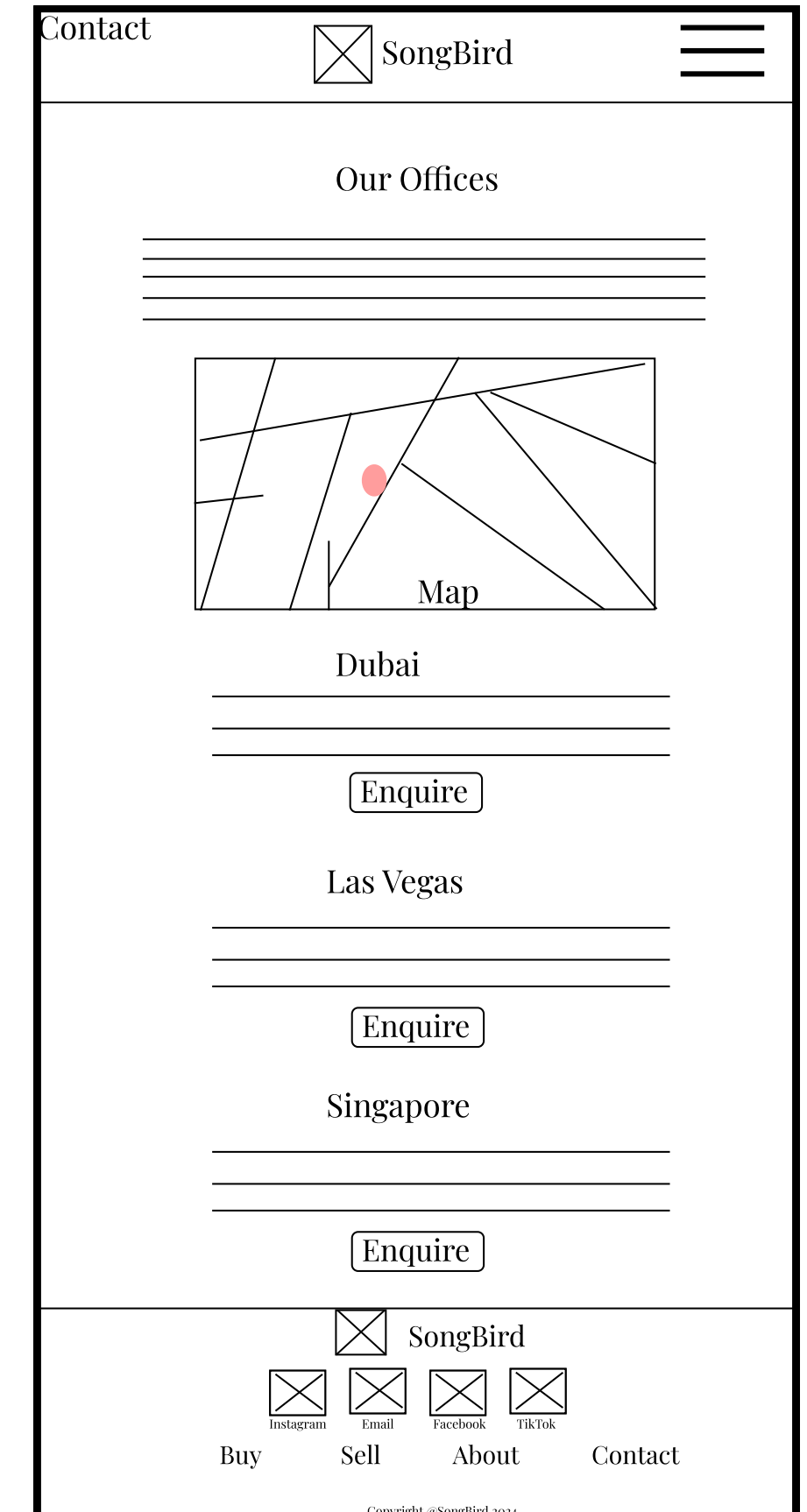
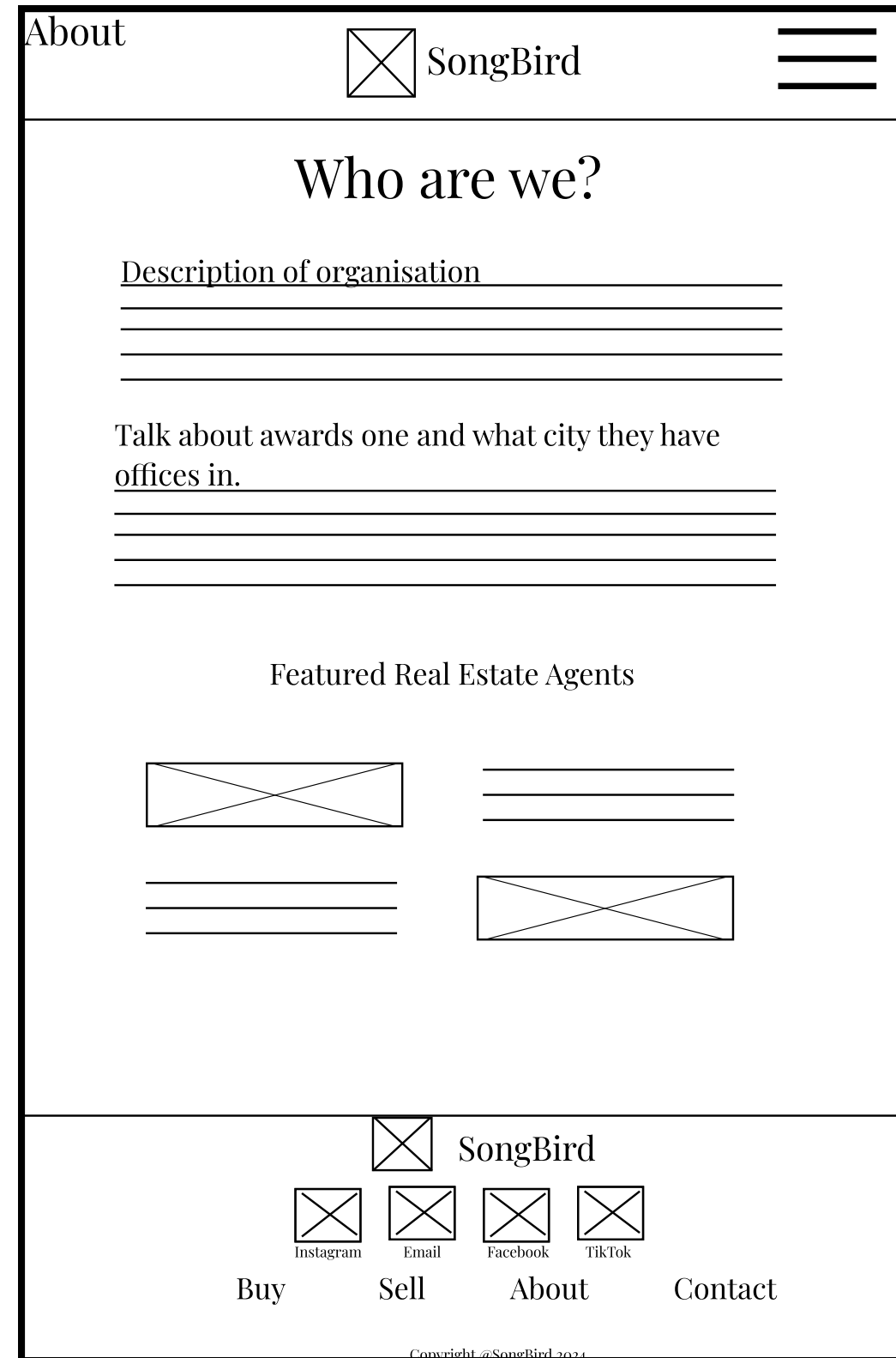
House Address No. Rooms No. Bathrooms

Description of property


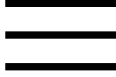
£Price _____

Copyright © SongBird 2021

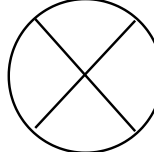
Wireframes



Wireframes

Enquire  SongBird 


Get in Touch





 _____

Enter your Details

First Name _____


Enquire

 SongBird

 Instagram  Email  Facebook  TikTok

Buy Sell About Contact

Copyright @SongBird 2024

Enquire  SongBird

Message

From Our Team

Information talking about the amount of time they should receive a response.

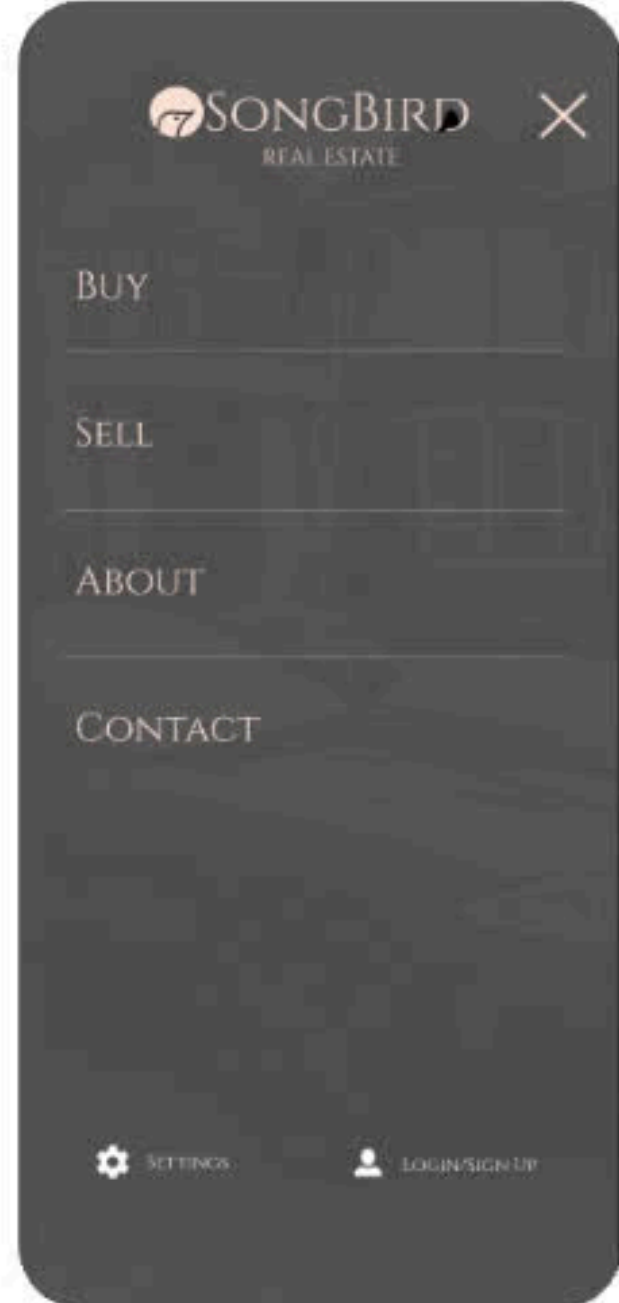
Close

FAQ

Terms and Conditions

Privacy Policy

Prototype



Luxury Homes for sale in London, England

Sort By: Recent



9 Chelsea Road, Chelsea Square

6 Bedrooms 7 Bathrooms

Where luxury meets modern, in the heart of London is a wonderful piece of real estate that will truly make you the talking point and in a world of opulence.

£92,216,453.00



9 Pelham Place, Chelsea

6 Bedrooms 9 Bathrooms

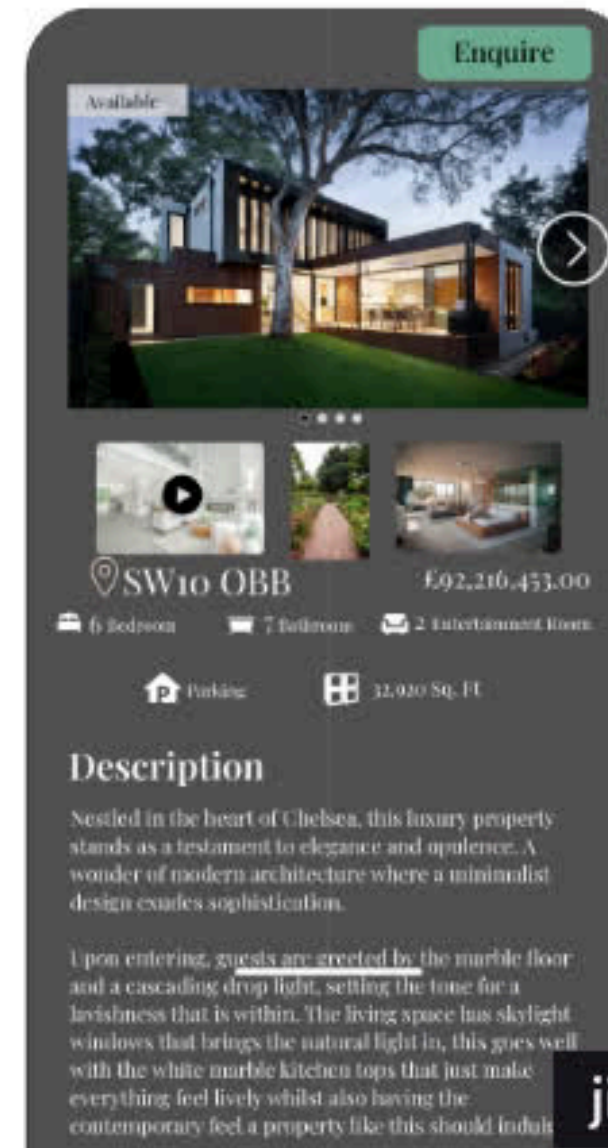
Where elegance meets luxury, this Chelsea property boasts spacious interior and panoramic view.

Price Upon Request

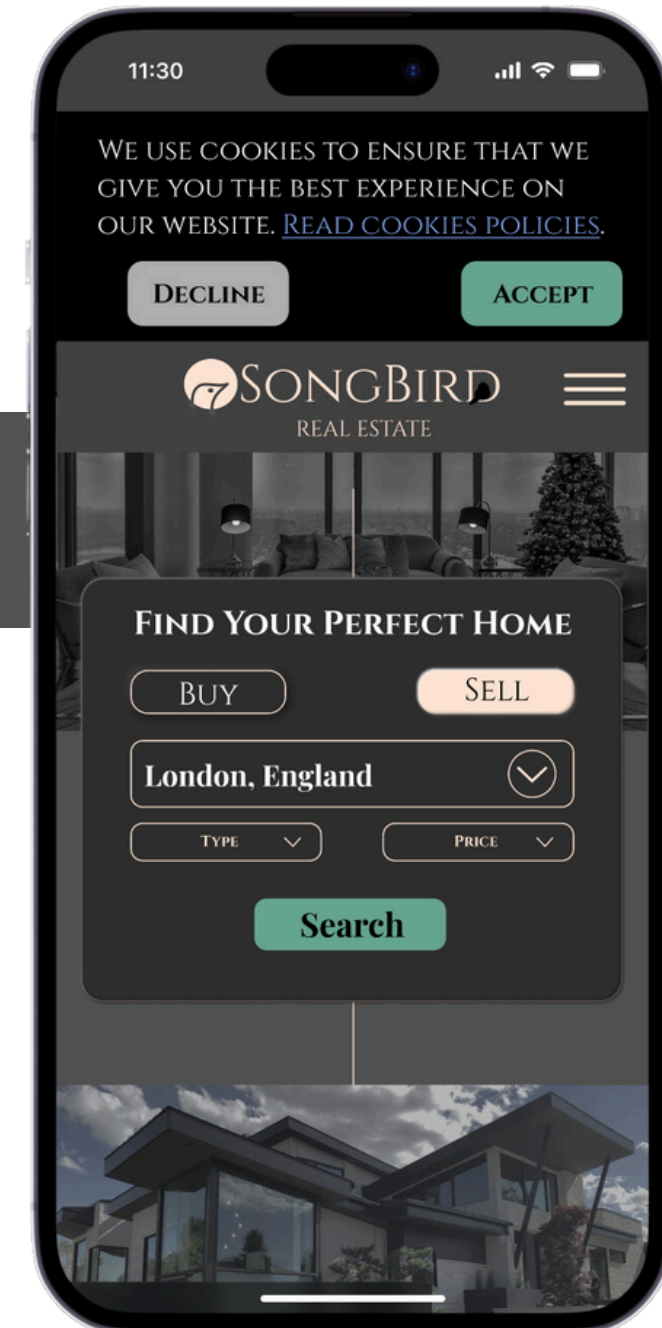
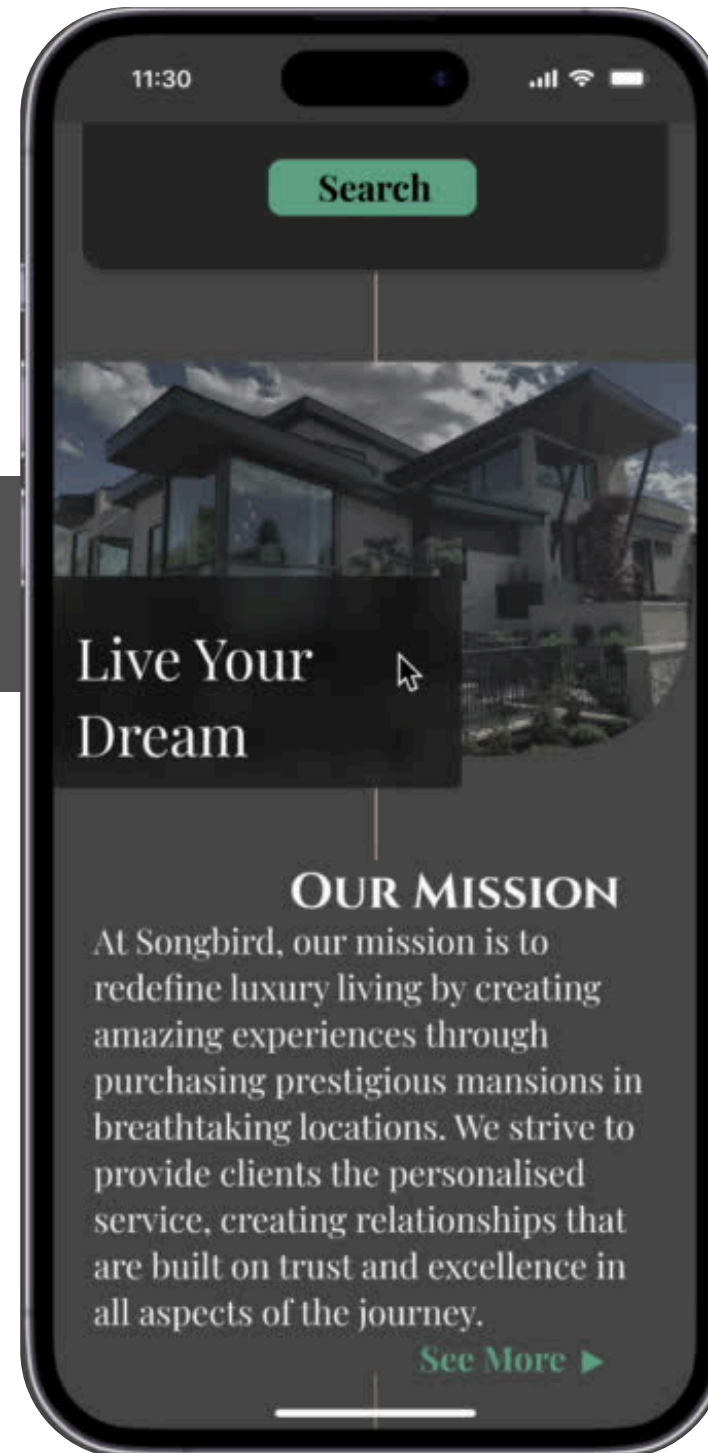
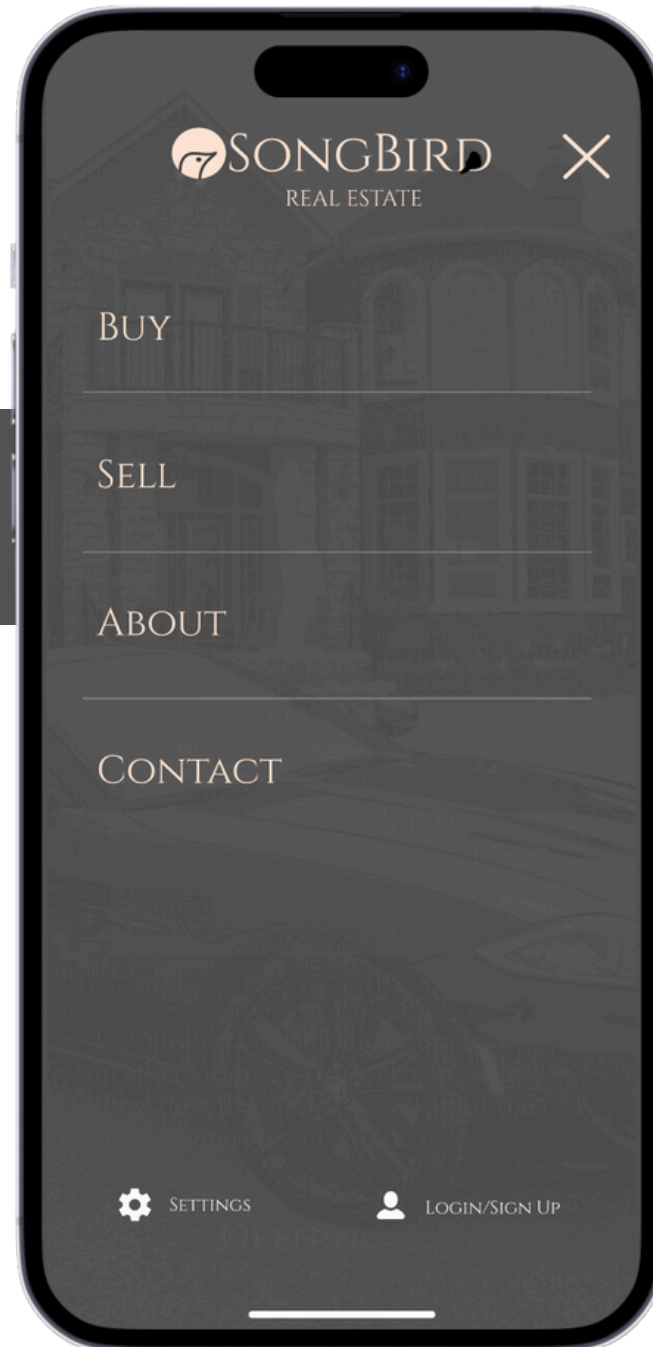


4 Phillimore Gardens, Mayfair

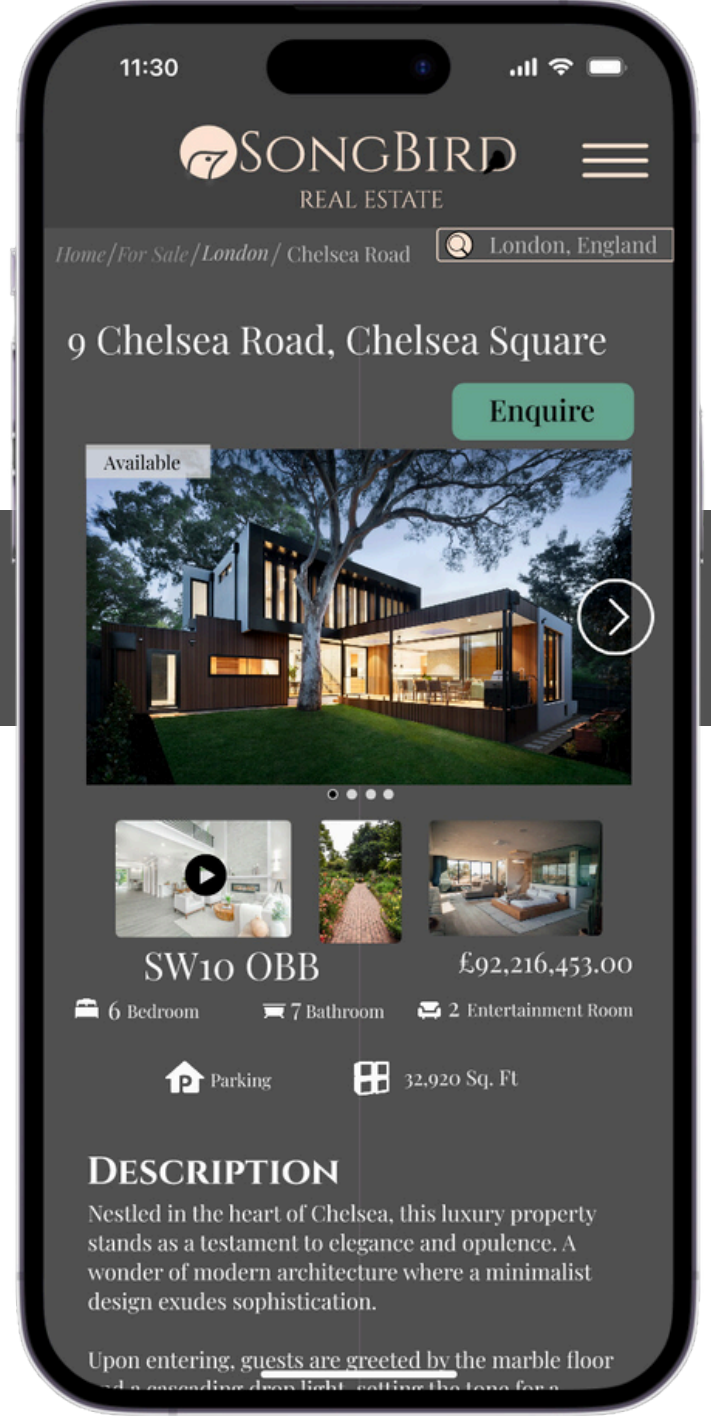
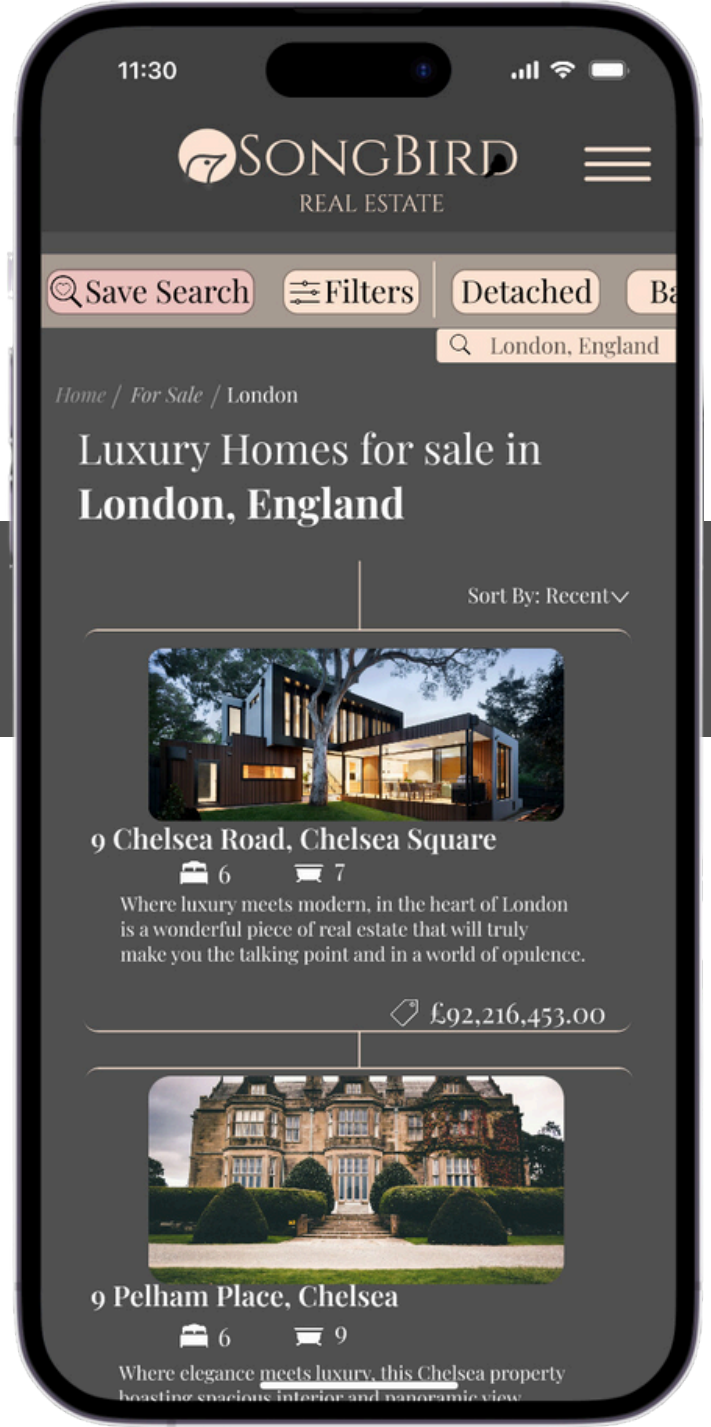
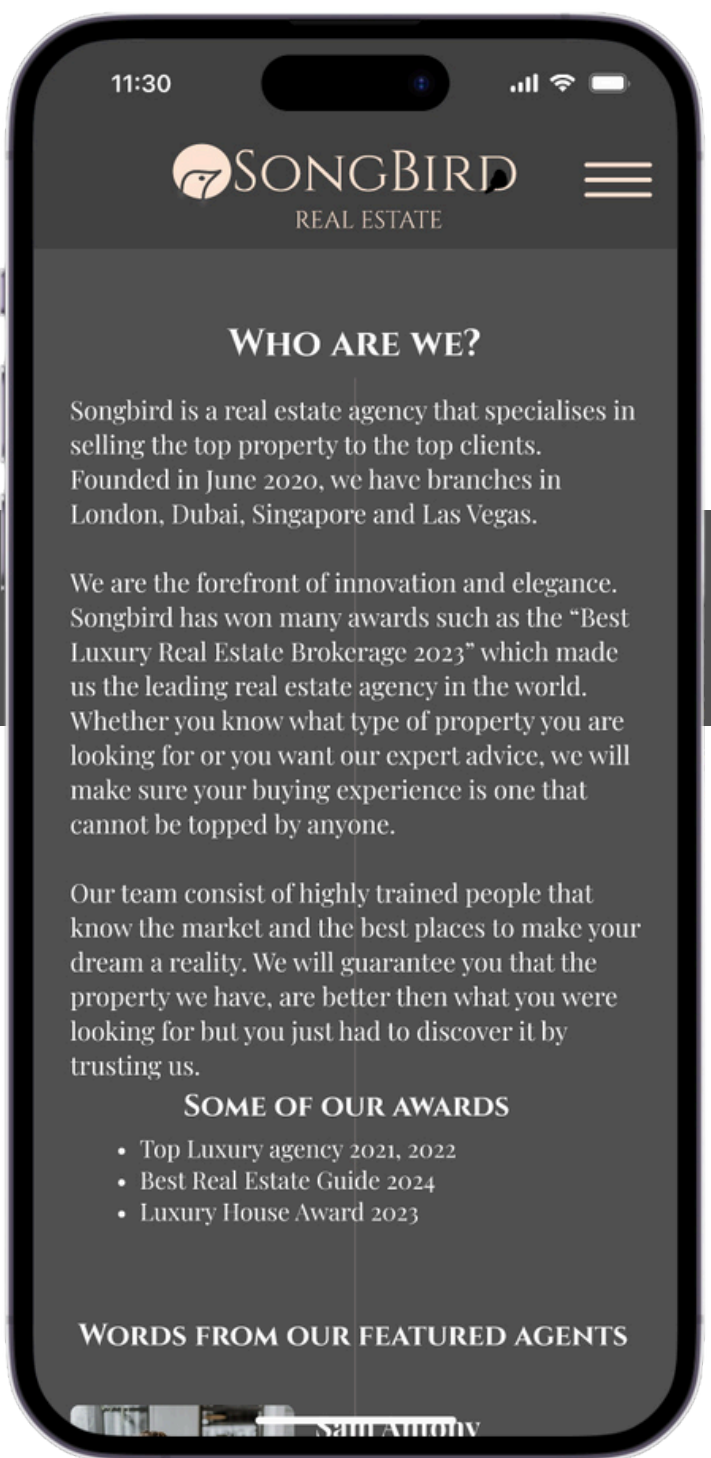
8 Bedrooms 5 Bathrooms



Prototype



Prototype




Prototype

11:30

SONGBIRD REAL ESTATE

◀ Back GET IN TOUCH

 James Latham (He/Him)
James_Latham@Songbird
07532 223222 (work number)

ENTER YOUR DETAILS

First Name _____

Last Name _____

Date of Birth _____

Email Address _____

Phone Number _____

I agree to reading the terms and conditions, privacy policy and information that i have inputted are correct.

Enquire

SONGBIRD REAL ESTATE

Enquiry sent

From our team,

Thank you for your enquiry, our team will contact you about your interest in the property. We will try and contact you within 4 business days of you enquiry being sent.

We will get back to you as soon as possible. Our aim is to ensure you have the best experience and guidance by ourselves, if you have any issues you can contact us directly where our team will assist you.

Close

FAQ

Terms and Conditions

Privacy Policy

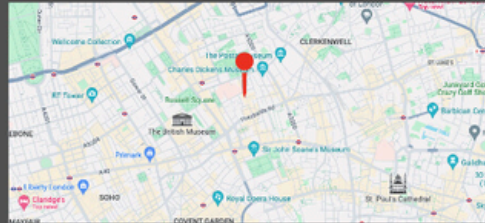
SONGBIRD REAL ESTATE

OUR OFFICES

We have offices around the world, all with 24/7 customer support and if you have any enquires- there is always someone there to assist you.
If you want to speak with us in-person you can come to our UK office, where there is always someone there to assist you.

UK OPENING TIMES

London Mon-Fri 9:00am-5:00pm
Grosvenor Square, W1K 6AN



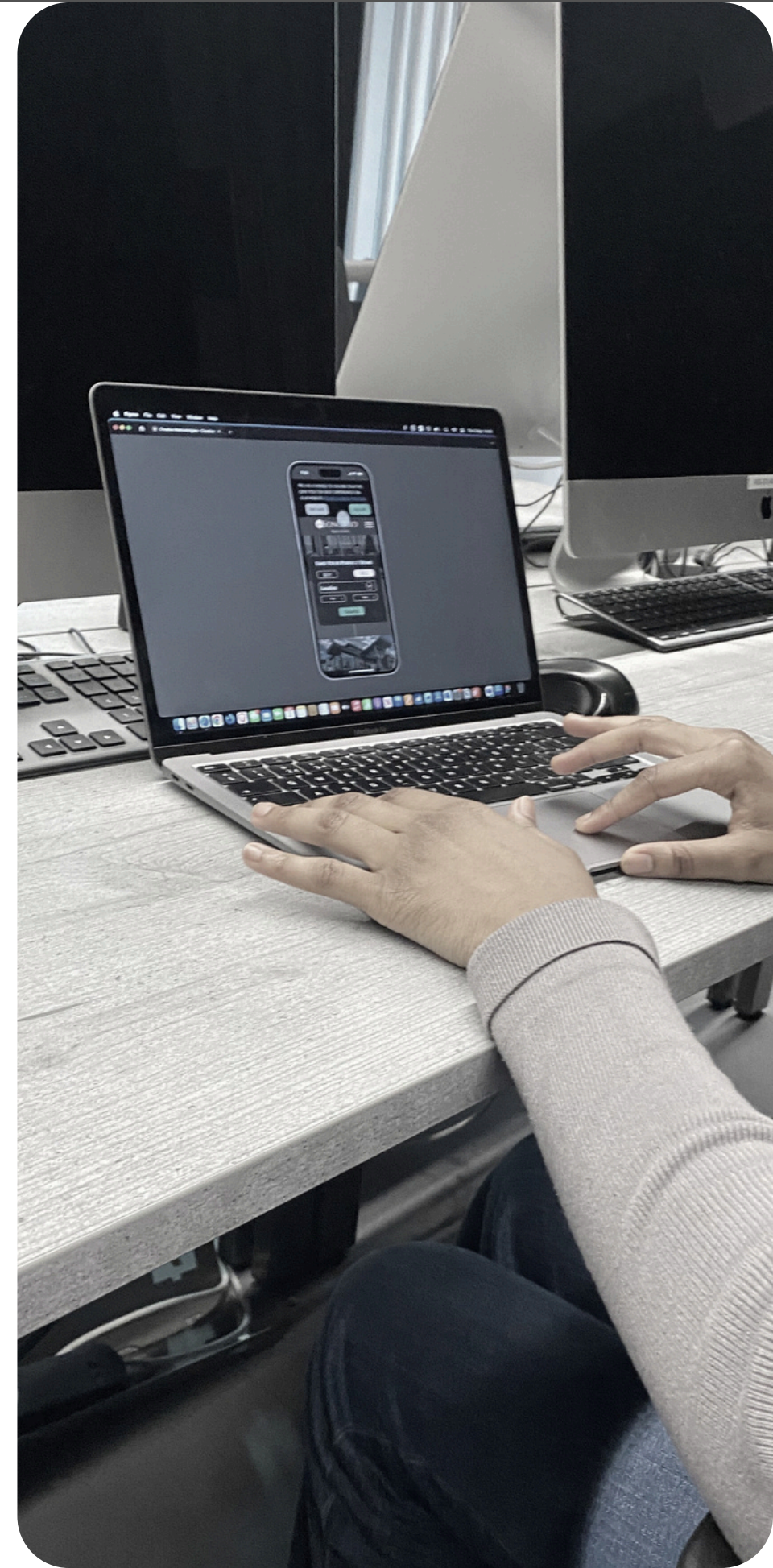
For our international clients, we have offices in other locations. You are able to contact them directly where they will assist you with any questions you may have.

OPENING TIMES



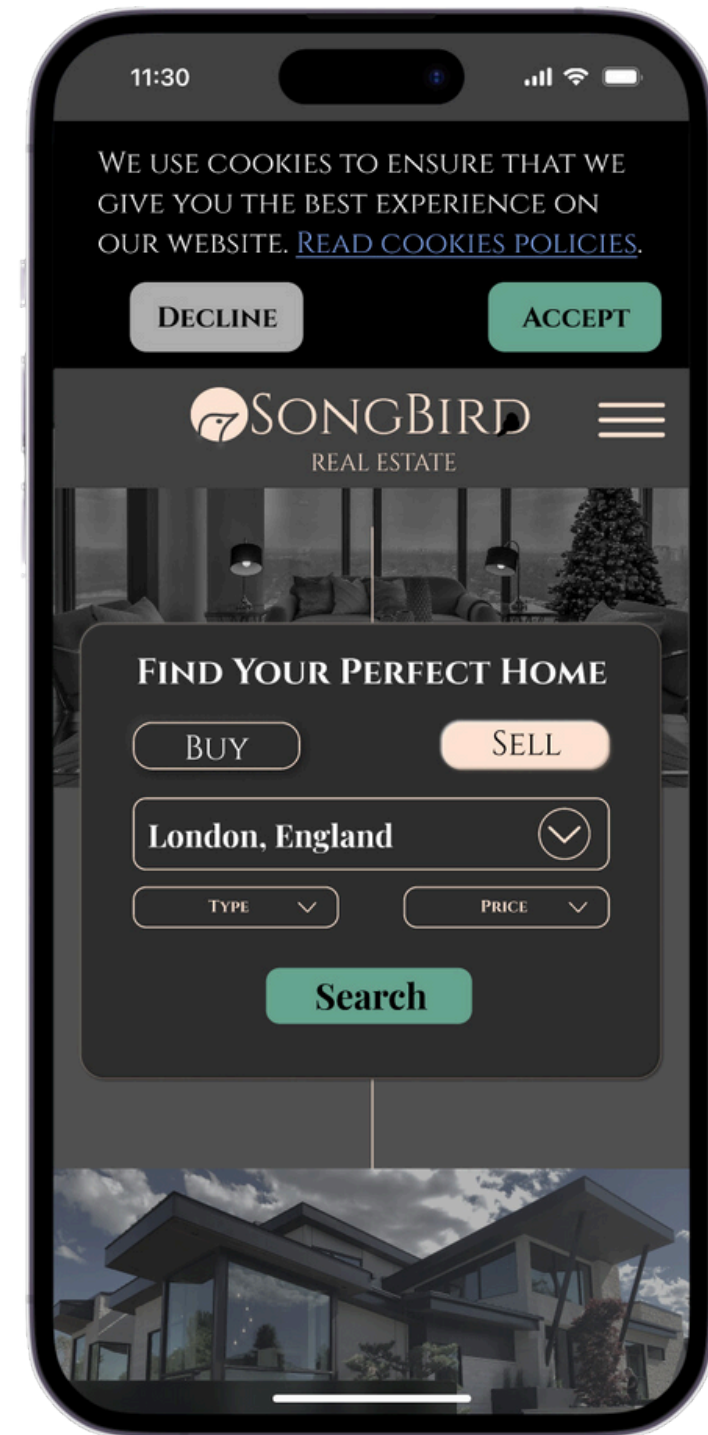
Creative Critique

Carried out with 5 UX professionals

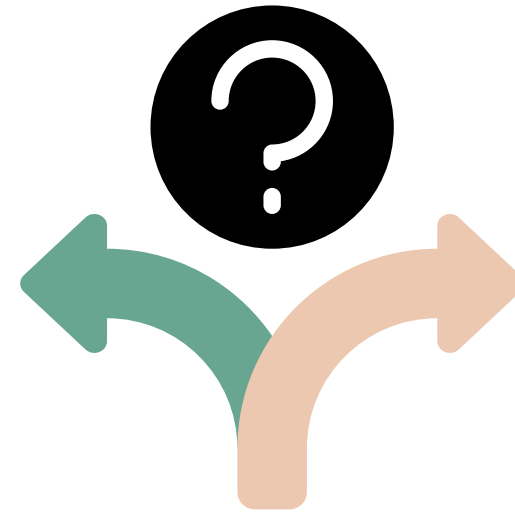


What's working well?

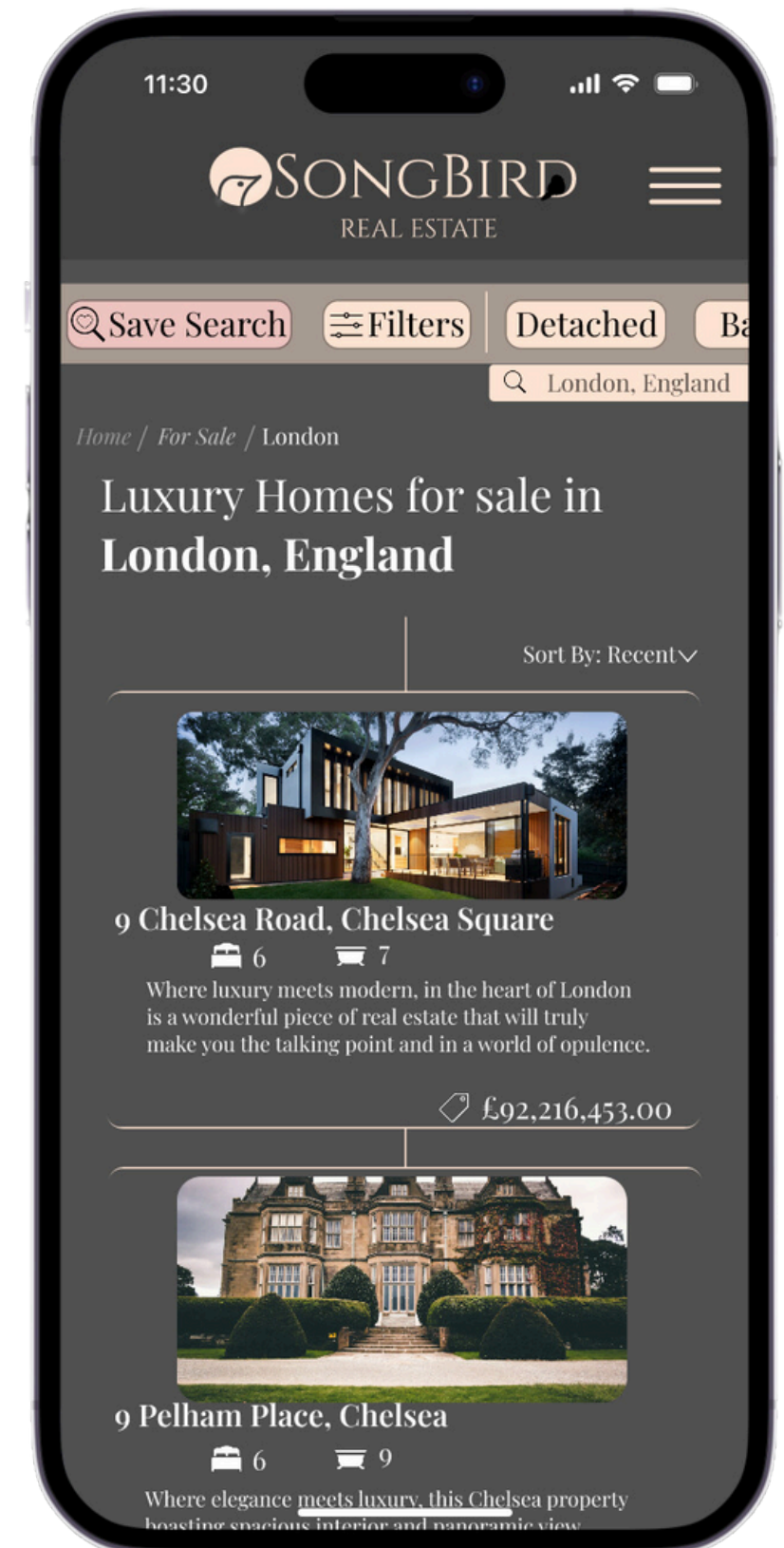
- Layout of the prototype is **suitable**.
- Colours that have been chosen reflect **luxury**.
- The button designs draw your attention, you know what the purpose of them are.
- The prototype has used elements of 'Fitts Law'.



Recommendations



- Align some of the text
- Increase the size of the footer to make it less crowded
- Add arrows on 'Featured properties'
- Increase the padding of the logo to make it flow naturally
- Some elements in the footer can be increased such as 'Awards'

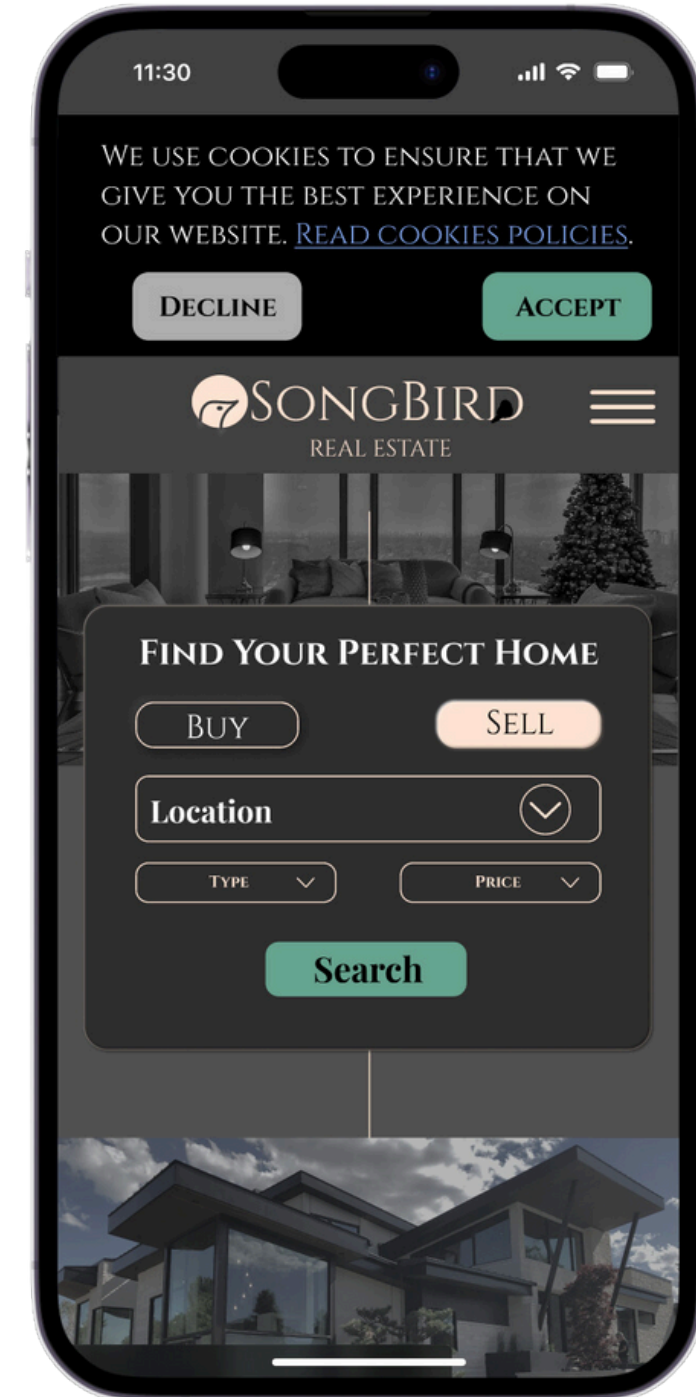
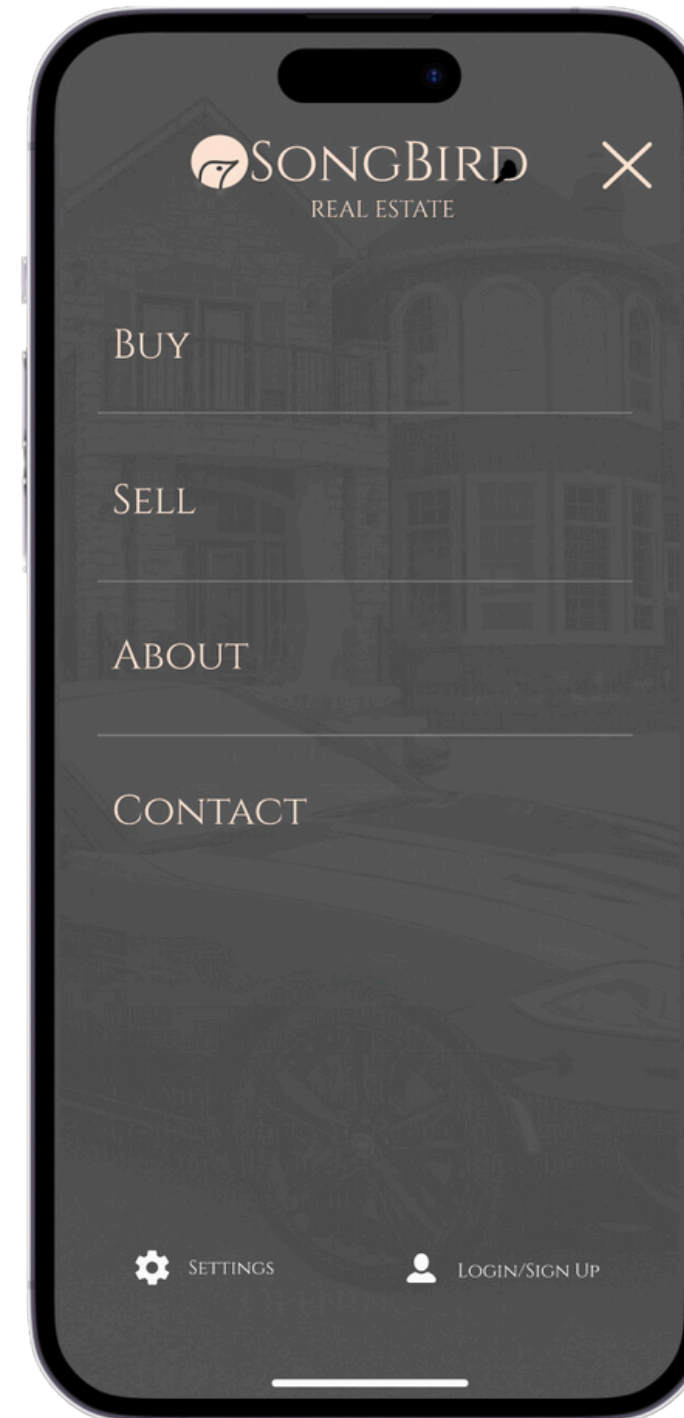


Project Resolution

The approach that was carried out meets the purpose of the brief given by the client as I believe the outcome has taken the needs into consideration whilst.

If this project was to be done again, I would carry out the following:

- Carry out primary research for knowing more about the target audience, colours that are preferred
- How they normally spend their day - know more about the type of devices that they use
- When testing the prototype, use people who fit the target audience and not UX professionals
- Research other platforms that the target audience use such as social media platforms to try and include certain elements



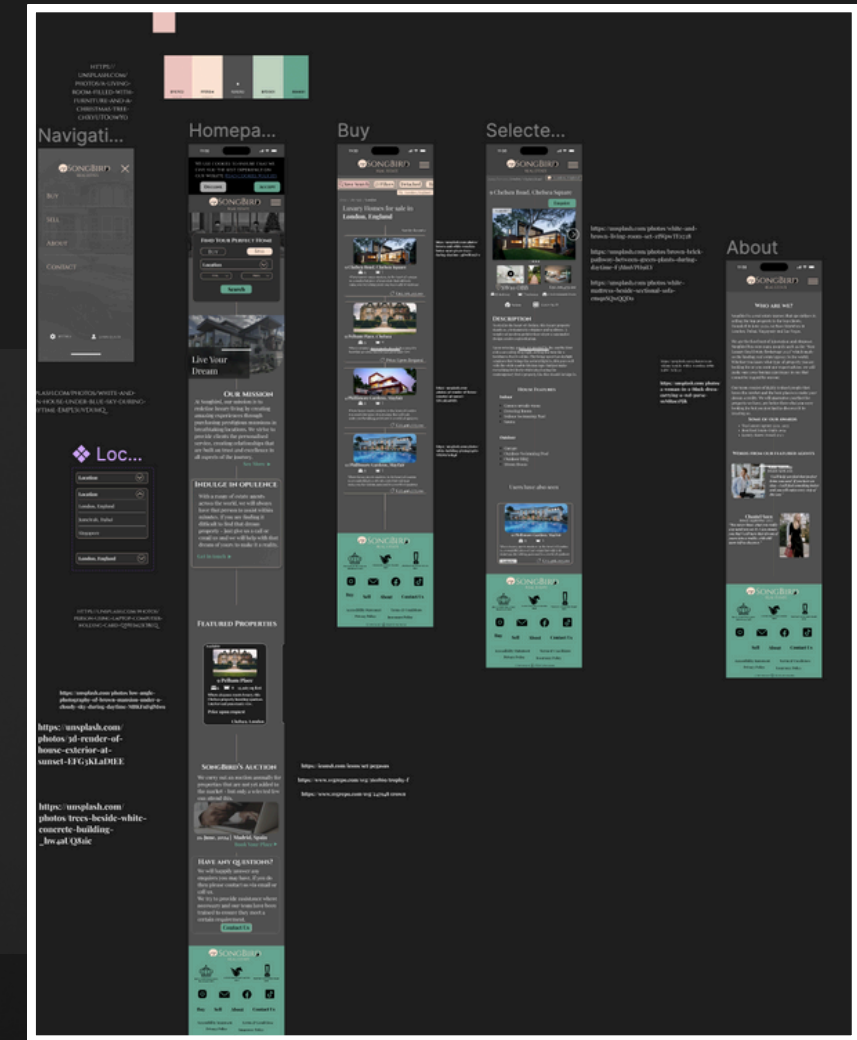
THANK YOU

ANY QUESTIONS?

LINK TO PROTOTYPE



[Link to Final Prototype](#)



[Link to Figma File](#)

APPENDICIES

TIMEPLAN

2nd Feb 2024 - Find an organisation for project

9th Feb 2024 - Finalise Organisation

16th Feb 2024 - Determine the user needs and do some research around the industry and type of devices are used most.

22nd Feb 2024 - Once secondary research has been done, create a persona and user journey based off the research

25th Feb 2024 - Create a moodboard, an idea of colours and other design assets

27th Feb 2024 - Create a persona and user journey to understand what users are wanting/need

6th Feb 2024 - Create some sketches to determine how the website can look.

10th Feb 2024 - After sketches are made, create wireframes of that to see if changes need to be made.

18th Feb 2024 - Amend any changes if needed.

21st Feb 2024 - Begin making homepage of the prototype.

TIMEPLAN

28th Feb 2024 - After sketches are made, construct a style guide - typography, icons and button designs.

3rd Mar 2024 - Check colour contrast to ensure colours that have been thought about can be checked to see if they comply with accessibility requirements.

15th Mar 2024 - Begin making the prototype

5th Apr 2024 - Finish Prototype

11th Apr 2024 - Finalise Prototype

12th Apr 2024 - Start creative critique

15th Apr 2024 - Start Pitch Presentation

30th Apr 2024 - Finish Presentation

1st May 2024 - Amend changes in presentation (if needed)

3rd May 2024 - Pitch Presentation

PROJECT BRIEF

Brief was generated by 'Goodbrief'

Link to generator : <https://goodbrief.io>

A random generator for design briefs. goodp

Type: Website ▾

Industry: Real Estate ▾

Made by [Manu](#)

[Mastodon](#) [Twitter](#)

[Instagram](#) [FAQ](#)

DESIGN BRIEF [Export](#)

Company Name:
Songbird

Company Description:
We offer a selection of new mansions with amazing locations. Our target audience is adults. We want to convey a sense of wonder, while at the same time being fresh.

Job Description:
You must create a website that will mainly spread brand awareness. The goal is to make a landing page that maximizes conversions. Besides the landing page, the website will need a contact page, product pages and a blog. The landing page should have a Contact Us section. There should be a call to action to get users to call for more information. They would prefer a luxurious design, and would like you to use the brand color, which is grey. Take into account the client's preferences and values.

Deadline:
4 days

REFERENCES (SECONDARY RESEARCH)

[1] KrisztinaBell (2018). How Buyers Use Technology To Search For a Home | No-Vacancy. [online] No Vacancy. Available at: <https://novacancy-atl.com/buyers-use-technology-search-home/> [Accessed 7 April 2024]

[2] HENDRICKSON, V.L. (2023). Global Luxury Home Prices to Grow More Than Expected This Year and in 2024. [online] www.mansionglobal.com. Available at: <https://www.mansionglobal.com/articles/global-luxury-home-prices-to-grow-more-than-expected-this-year-and-in-2024-8afd5396> [Accessed 7 April 2024].

[3] www.linkedin.com. (n.d.). Women Now Comprise 54% Of Luxury Homeowners Under 35. [online] Available at: <https://www.linkedin.com/pulse/women-now-comprise-54-luxury-homeowners-under-35-abode2/> [Accessed 7 Apr. 2024].

[4] MoneyMiniBlog (2018). 5 Most Attractive Places to Buy Luxury Homes in the World. [online] MoneyMiniBlog. Available at: <https://moneyminiblog.com/mortgage-home/luxury-homes-places/> [Accessed 7 Apr. 2024].

REFERENCES (SECONDARY RESEARCH)

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