

Website Audit & Market UX Analysis

- 1.0 WEBSITE AUDIT FINDINGS
- 2.0 WHY CONDUCT A MARKET ANALYSIS?
- 3.0 COMPETITOR ANALYSIS — REAL ESTATE AGENCIES
- 4.0 COMPARATIVE ANALYSIS — PROPERTY SEARCH ENGINES & BESPOKE PLATFORMS
- 5.0 OVERVIEW OF UX ANALYSIS & RECOMMENDATIONS
- 6.0 NEXT STEPS

AUDIT FINDINGS

We conducted a UX and content audit to help understand the breadth of information in the McGrath website. Our findings showed there were some key facets of the site working however the data and testing showed a lot of improvements were required.

[Content Audit Here](#)

WHAT'S WORKING



PROFILING IS PERFORMING

Data shows that Property, Agent and Office profiles have the highest views & lowest bounce rates, conveying they are successfully engaging users.



USERS ARE ARRIVING

The extensive amount of page views across the site proves there is a large audience to optimise the website for.

WHAT'S NOT



UNDER-PERFORMING CONTENT

A low amount of page views and a high exit rate shows the extensive amount of content in the site needs to be optimised.



LIMITED EXPLORATION

Theres opportunity to be more creative with exploration through module use, recommendations and suggestions.



BARRIERS TO ENTRY

The search and filter needs updating as it restricts simple exploration. This is reinforced through it's high page view and low entrance rate.



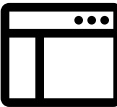
HARNESS BRAND & CULTURE

The site does provide a degree of values, milestones and testimonials but can definitely improve these areas to nurture and expand brand perception.



HIERARCHIES NEED STREAMLINING

With consideration to McGraths many users, the website needs to establish its hierarchies more appropriately to improve ease of access.



REPETITIVE UI

UI isn't distinct enough in parts to assist with hierarchies, comms and user directives (ie. CTA's are lacking and cotent is heavily stacked in repeating modules).

2.0

Why conduct a market analysis?

WHAT IS THE VALUE OF CONDUCTING A MARKET ANALYSIS?

The importance of a Competitive & Comparative Analysis is to discover how brands both adjacent and within the Real Estate & property space are deploying their UX features for their various user hierarchies.

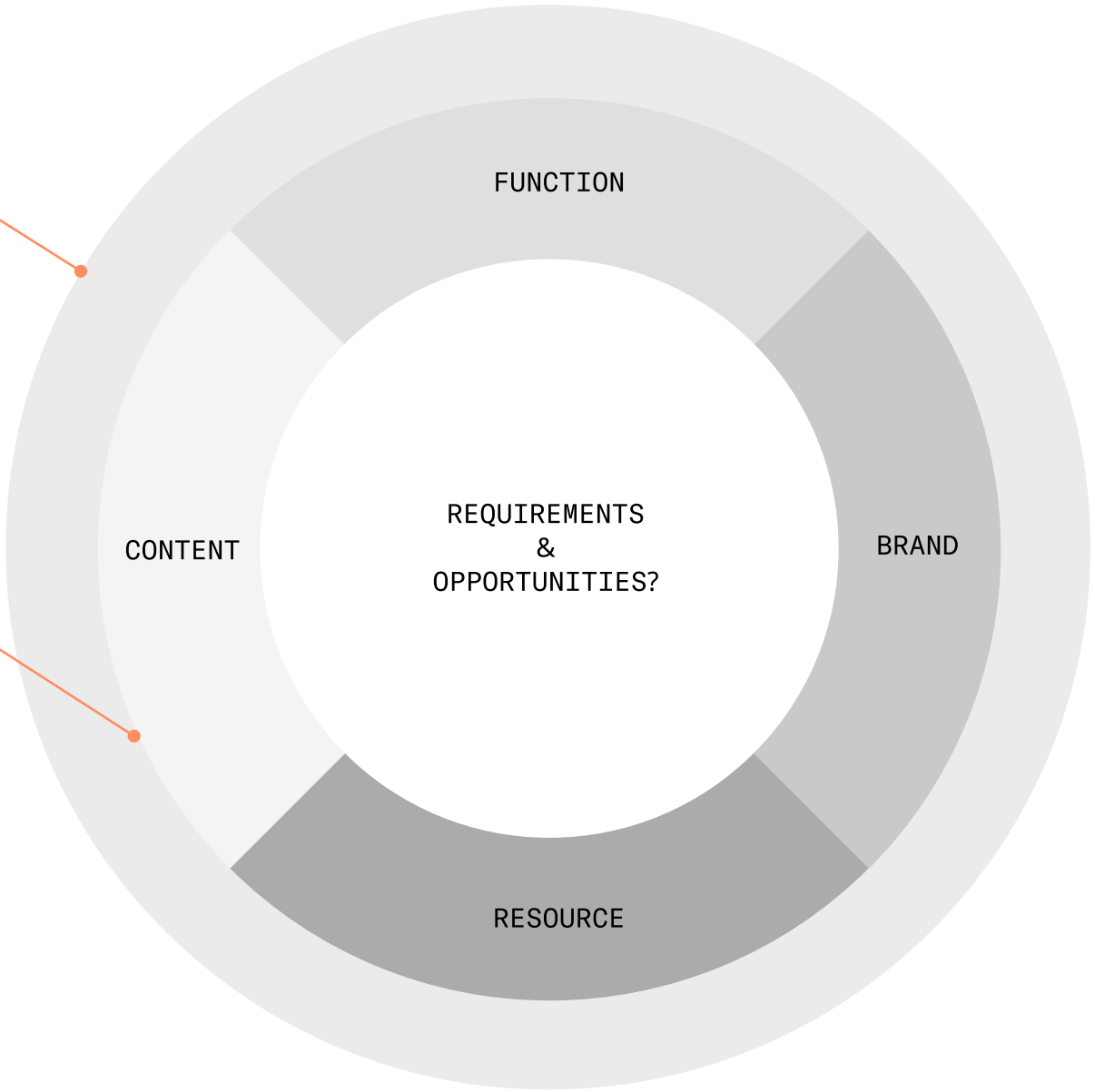
By garnering a greater understanding of HOW, we can begin to set out some requirements & potential opportunities for McGrath moving forward now and into the future.

1. USER HIERARCHIES

- Buyers
- Renters
- Sellers
- Homeowners
- Vendors
- Investors
- Franchisees
- Talent
- Property Managers
- Partners

2. UX FEATURES

- Content
- Functions
- Brand Intimation
- Resources



3.0

UX Competitor Analysis

Real Estate Agencies

- 2.1 BRESIC WHITNEY
- 2.2 COMPASS
- 2.3 RANE & HORNE
- 2.4 THE AGENCY
- 2.5 FANTASTIC FRANK
- 2.6 PLACE ESTATE AGENTS
- 2.7 JELLIS CRAIG
- 2.8 MARSHALL WHITE
- 2.9 BELLE
- 2.10 STONE
- 2.11 COMPETITOR OVERVIEW

COMPETITORS:
REAL ESTATE

2.1

BRESIC
WHITNEY

The site provides a clean and direct UX/UI experience with various tools and levels of information for different user types. The strength of this site is found in it's succinctness and defined purpose through the use of featured and upcoming property modules, detailed profiling and user assistance (ie. Chatbot).

UX Highlights:

Buyers Guide

Chat Bot

Upcoming Auctions

CONTENT

FEATURED

UPCOMING

RECENT SALES

PROPERTY PROFILE

AGENT PROFILE

SUBURB PROFILE

VIDEO CONTENT

ARTICLES &/OR
BLOG

NEWS

FUNCTION

SEARCH & FILTER

MAP VIEW

USER PORTAL

ONLINE CHAT

APPLICATION
PORTAL

JOB SEARCH
&/OR FILTER

BESPOKE
CONTACT FORMS

PROPERTY ALETS

BRAND

ABOUT US

TESTIMONIALS

CAREERS

CULTURE & PERKS

JOB DESCRIPTION

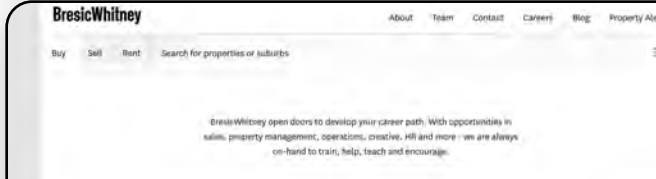
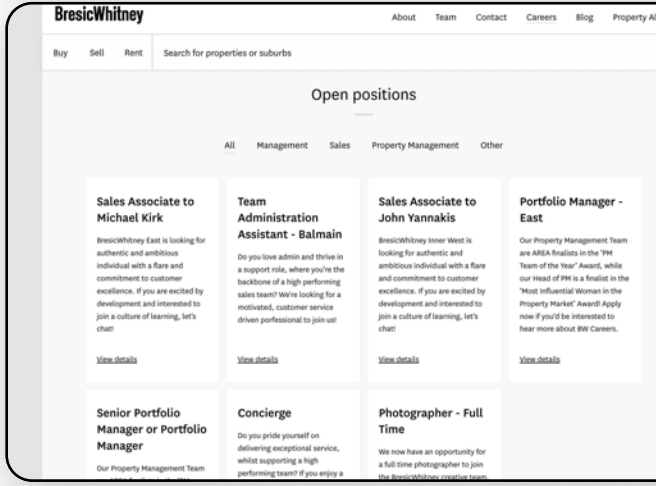
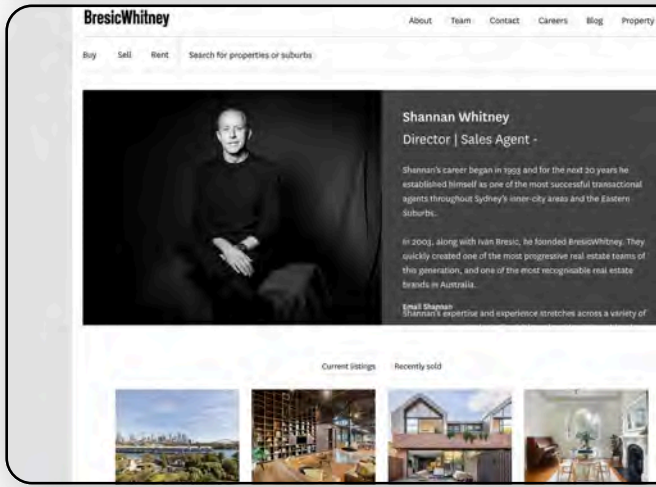
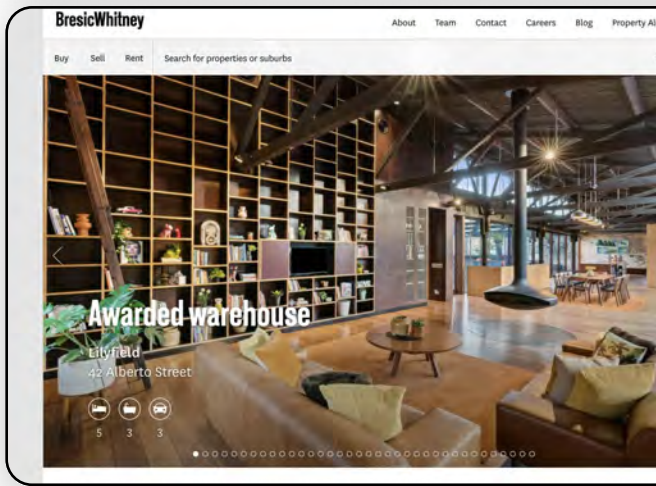
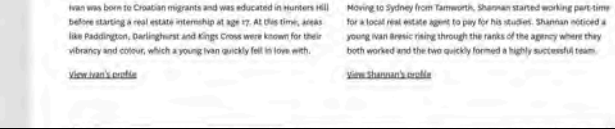
OUR TEAM

TEAM BIOS

RESOURCES

BUYER GUIDE

PROPERTY APPRAISAL



COMPETITORS:
REAL ESTATE

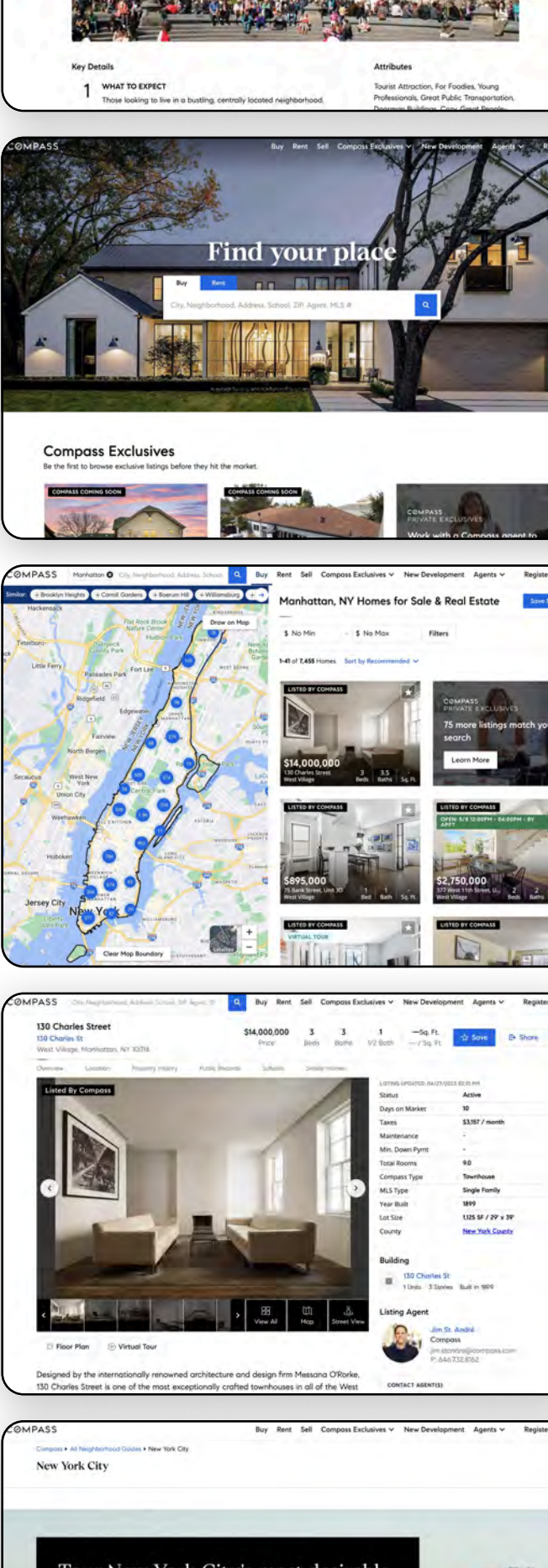
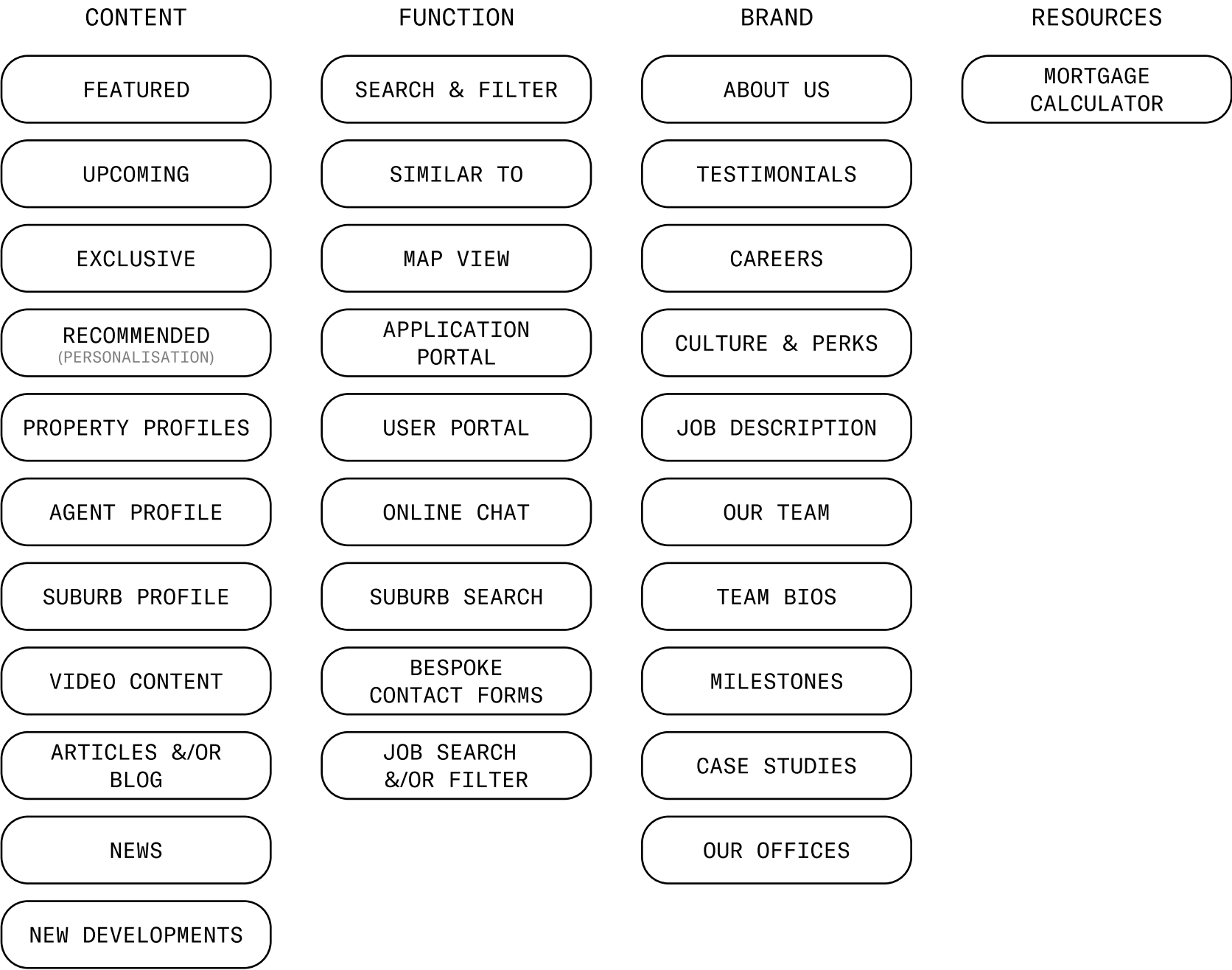
2.2

COMPASS

The Compass provides a holistic experience for multiple user types. The extra level of detail that is put into property profiles through the use of records, guides and calculators show an attempt to help customers make an informed and secure decision. The inclusion of property case studies also reflect the need to educate and inform emerging talent.

UX Highlights:

- Detailed Property History
- Coming Soon Tag
- Property Records
- Neighbourhood Guides
- Mortgage Calculator



COMPETITORS:
REAL ESTATE

2.3

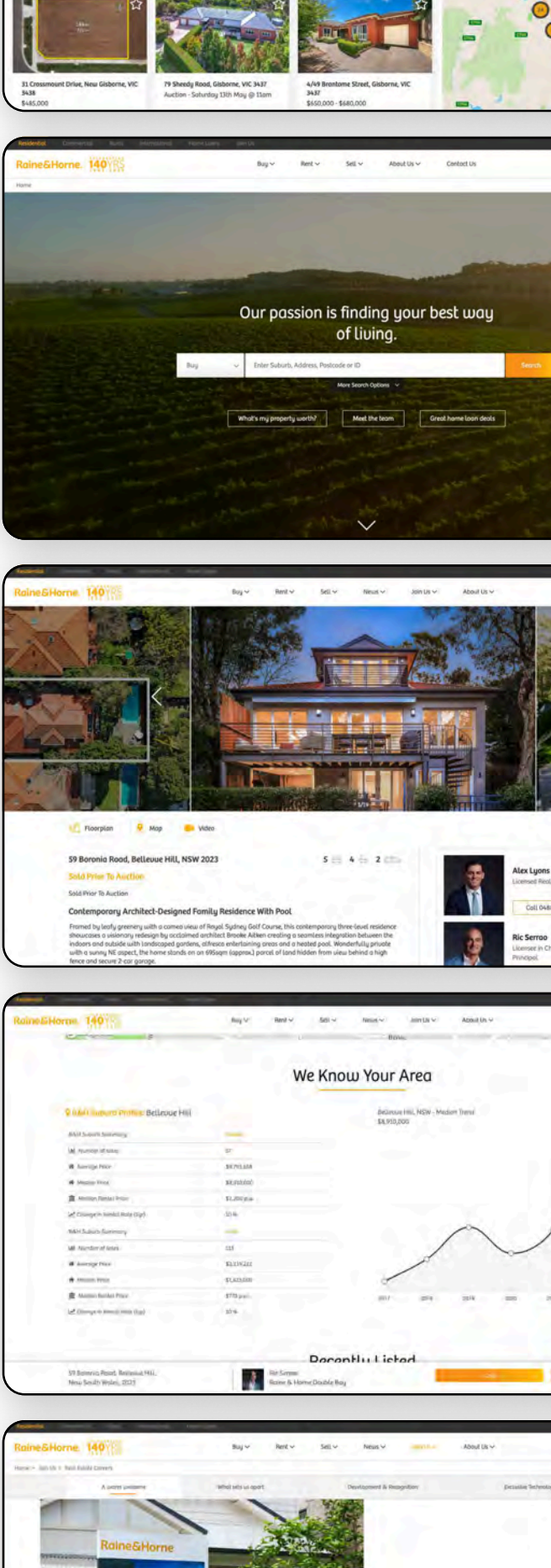
RAINE &
HORNE

Despite having a dated UI, the Raine & Horne site truly provides a bundle of tools and information for multiple users, from customers to talent and potential franchisees. The highlights of this site is its holistic content approach along side having detailed property history, dedicated hubs and suburb/culture discovery.

UX Highlights:

- Detailed Property History
- Franchise Hub
- Franchise App Portal
- Suburb Culture

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	SEARCH & FILTER	ABOUT US	BUYER GUIDE
RECENTLY LISTED	SIMILAR TO	TIMELINE	SELLER GUIDE
RECENTLY SOLD	MAP VIEW	TESTIMONIALS	RENTER GUIDE
VIDEO CONTENT	APPLICATION PORTAL	MILESTONES	INVESTOR GUIDE
PROPERTY PROFILES	FRANCHISE APPLICATION PORTAL	CAREERS	STYLING GUIDE
AGENT PROFILE	USER PORTAL	CULTURE & PERKS	UTILITY CONNECT
SUBURB PROFILE	BESPOKE CONTACT FORMS	JOB DESCRIPTION	PROPERTY APPRAISAL
ARTICLES &/OR BLOG		OUR TEAM	
NEWS		TEAM BIOS	
INSIGHTS & EDUCATION		FRANCHISE	
INVESTORS		CASE STUDIES	
		OUR OFFICES	
		OFFICE PROFILE	



COMPETITORS:
REAL ESTATE

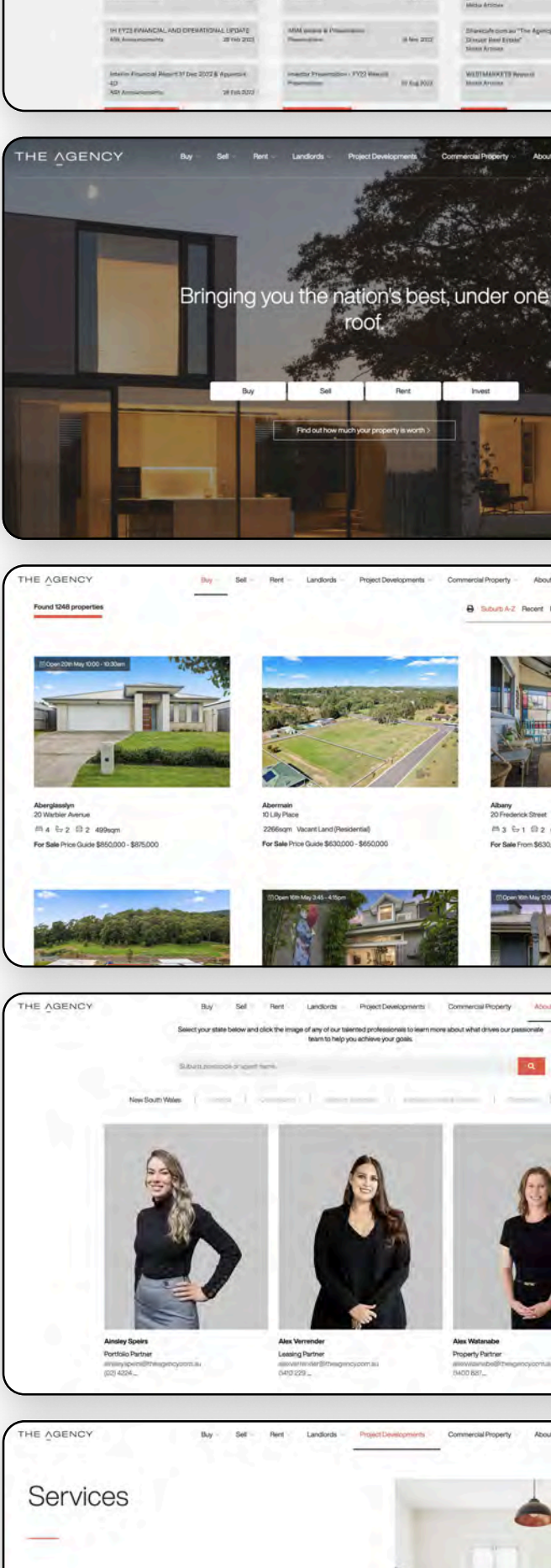
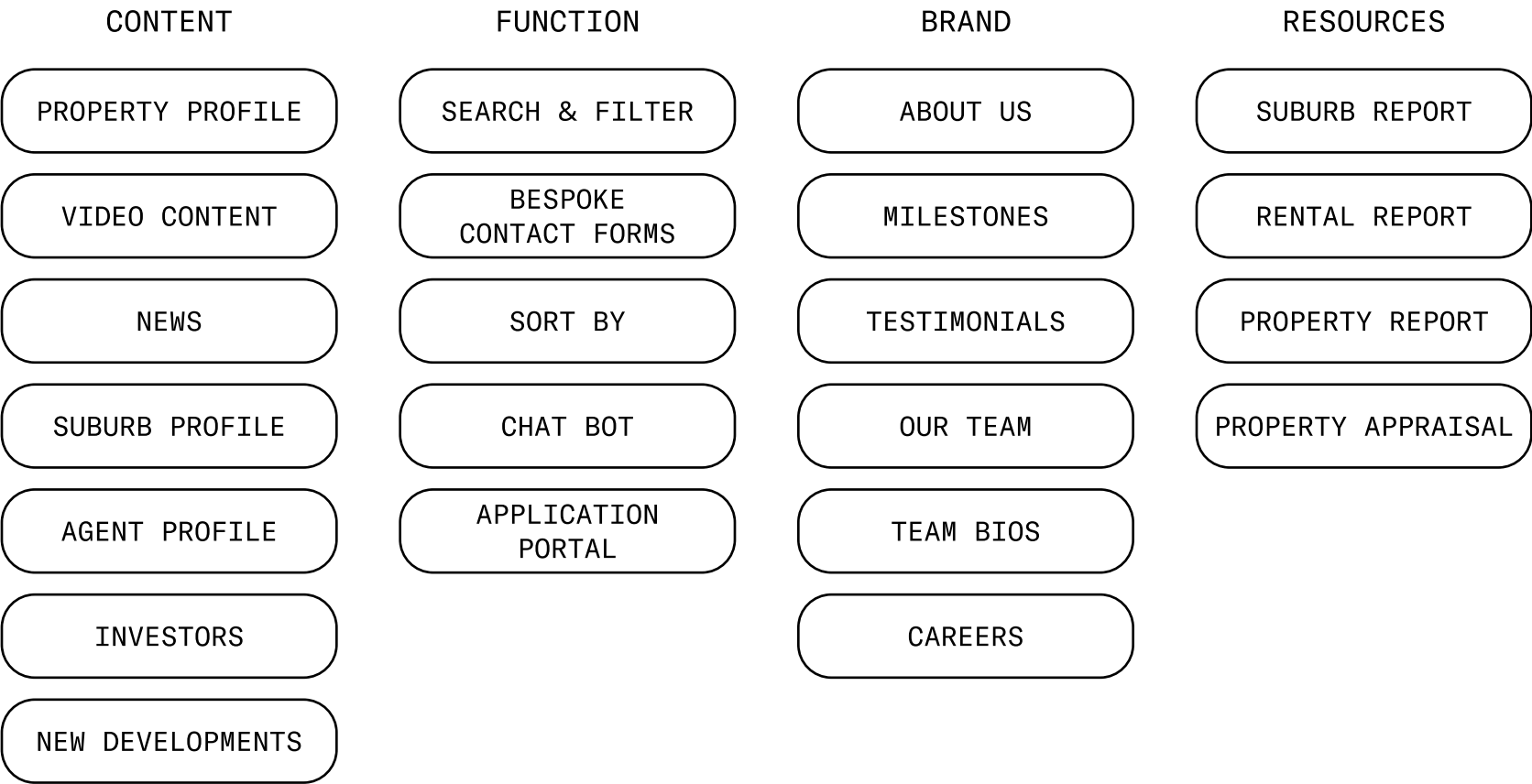
2.4

THE AGENCY

The Agency site takes a business approach by hierarchically pushing their overall services instead of featuring upcoming or sold properties . This does allow the site to give a very professional feel but this does sacrifice a UX centric approach that other comps deploy (ie. Discoverability)

UX Highlights:

- Website State Filter
- Team Video Testimonials
- Property Reports
- Investor Hub



COMPETITORS:
REAL ESTATE

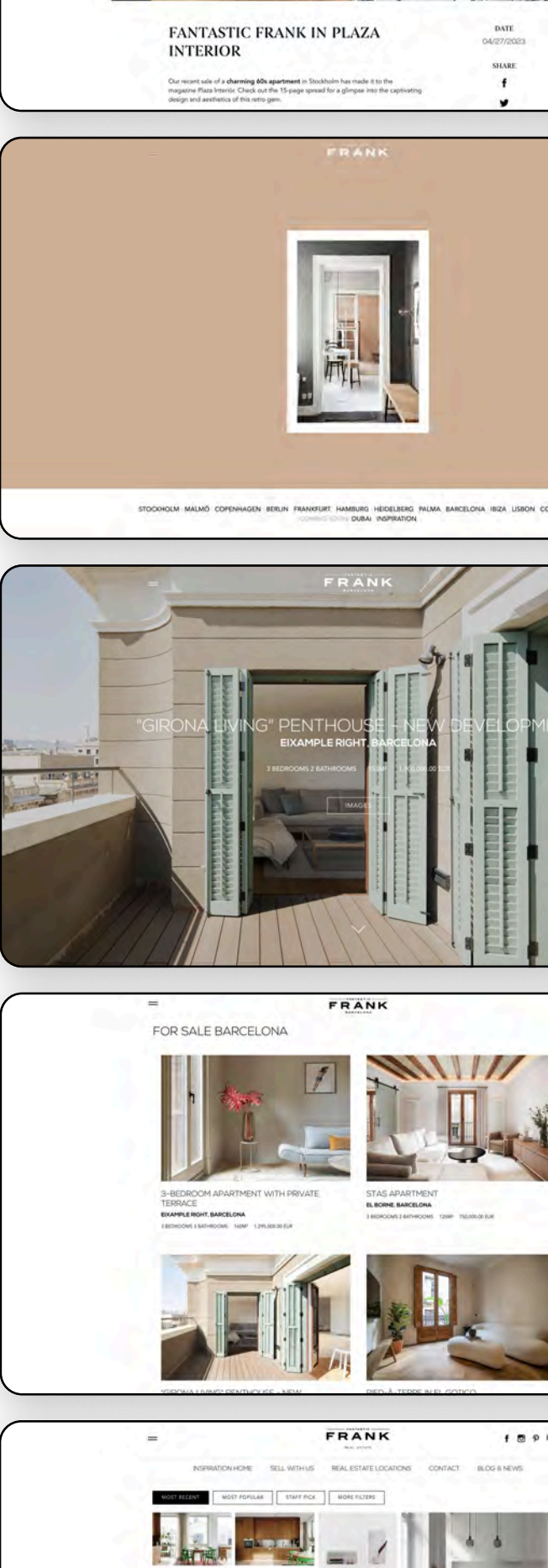
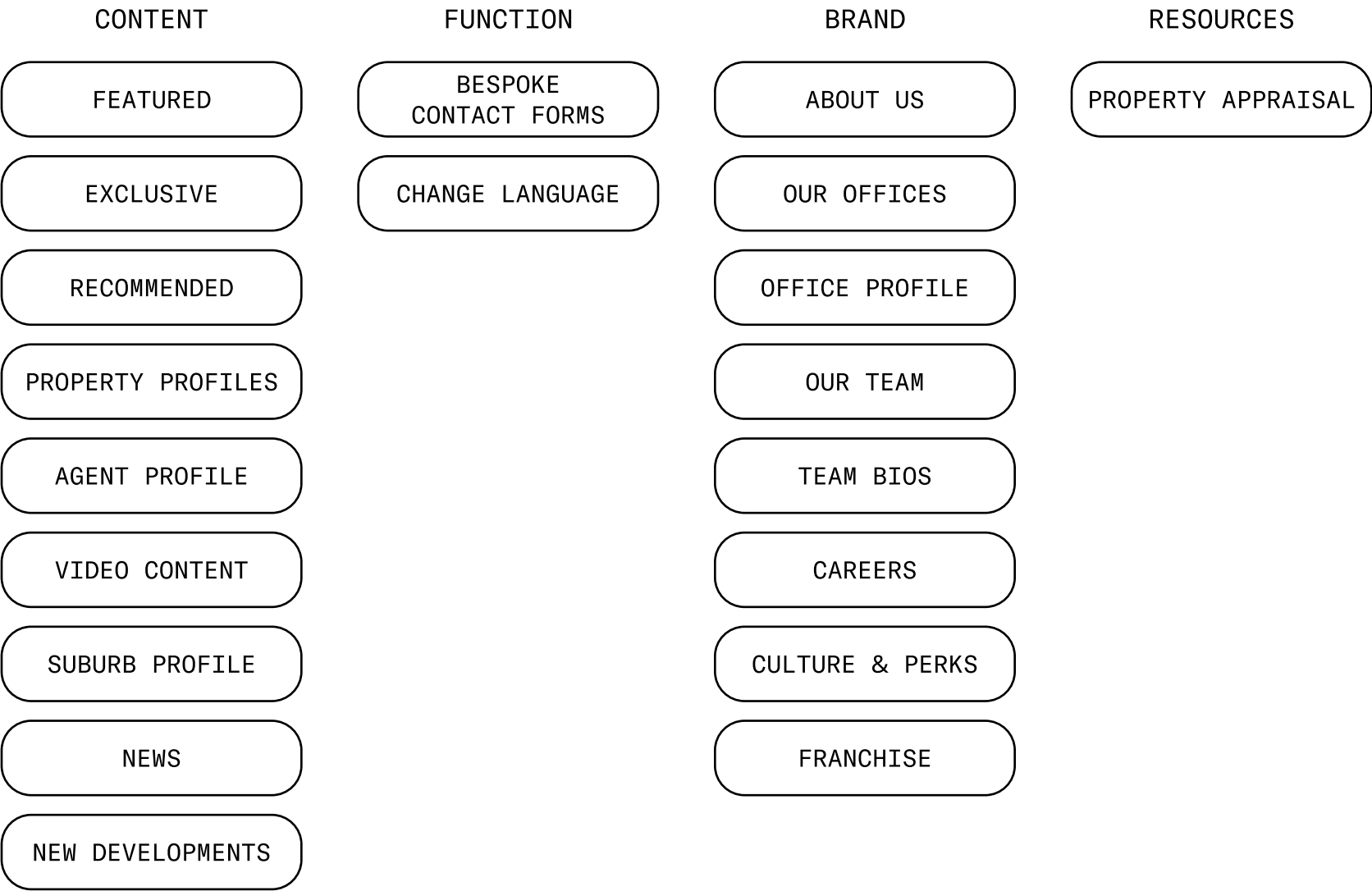
2.5

FANTASTIC FRANK

Fantastic Frank is very limited in resources and UX capability, however this does allow them to showcase a different execution for Real Estate sites. The site promotes new properties in various module themes (ie. Hot Right Now) in a content focused way. They also have house moodboards for creative inspiration.

UX Highlights:

- Top 30 Properties
- Editors Picks
- Hot Right Now
- Property Moodboard
- Team Video Testimonials



COMPETITORS:
REAL ESTATE

2.6

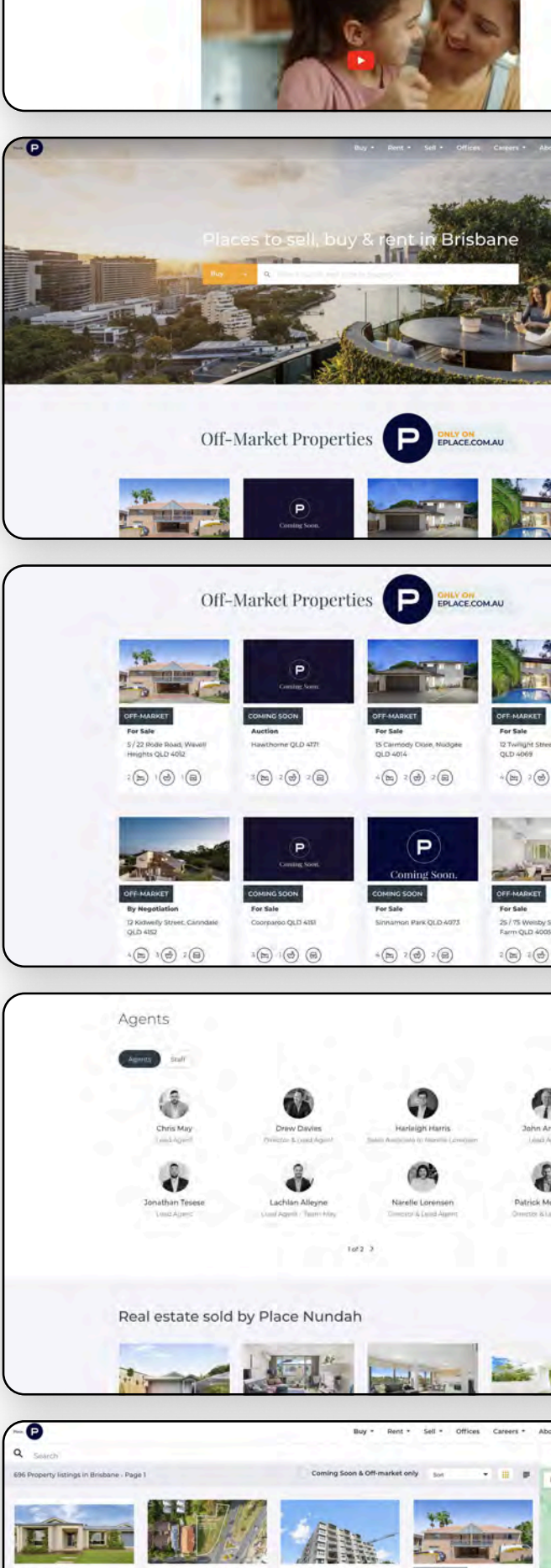
PLACE
ESTATE
AGENTS

One of the more weaker sites in the comps, PEA uses a balance of content, UX and resource to inform and inspire their users. They also provide a detailed branding approach that does seem to be targeted at emerging talent.

UX Highlights:

- Location Case Studies
- Suburb Reports
- Coming Soon Tag
- Just Released Tag
- Lifestyle Insights

CONTENT	FUNCTION	BRAND	RESOURCES
COMING SOON	SEARCH & FILTER	ABOUT US	SUBURB REPORT
VIDEO CONTENT	BESPOKE CONTACT FORMS	CAREERS	PROPERTY APPRAISAL
PROPERTY PROFILES	SORT BY	CULTURE & PERKS	LOCAL GUIDES
ARTICLES &/OR BLOG	MAP VIEW	JOB DESCRIPTION	FAQ
NEWS	APPLICATION PORTAL	OUR OFFICES	
AGENT PROFILE	JOB SEARCH &/OR FILTER	OFFICE PROFILES	
SUBURB PROFILE		OUR TEAM	
		TEAM BIOS	



COMPETITORS:
REAL ESTATE

2.7

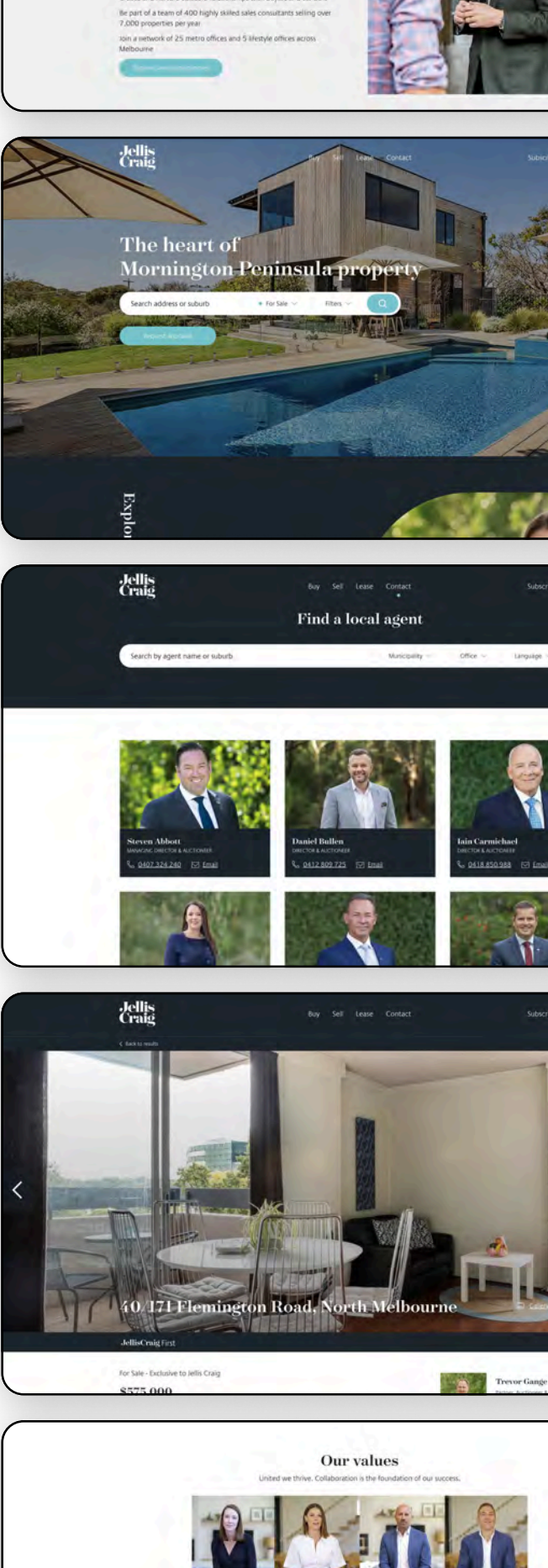
JELLIS
CRAIG

Like Compass, Jellis Craig provides a holistic experience for various user types. The most distinct facet of the site is in their ‘Postcode insights’ which uniquely provides detailed information on suburbs, from overall performance, a value comparison tool, median prices graphs, investment growth and sales history.

UX Highlights:

- Postcode Performance
- Property Value Comparison
- Investment Insights
- Sales Snapshot
- Median Price Graphs

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	SEARCH & FILTER	ABOUT US	DUE DILIGENCE CHECKLIST
RECOMMENDED	BESPOKE CONTACT FORMS	MILESTONES	SECTION 32
PROPERTY PROFILES	MAP VIEW	TESTIMONIALS	PRICE GUIDE
SUBURB PROFILES	SIMILAR TO	CAREERS	ANNUAL REPORT
AGENT PROFILES	SORT BY	CULTURE	SUBURB REPORT
NEWS	PROPERTY ALERTS	JOB DESCRIPTION	FAQ
INSIGHTS & EDUCATION	APPLICATION PORTAL	OUR OFFICES	REQUEST APPRAISAL
VIDEO CONTENT	JOB SEARCH &/OR FILTER	OFFICE PROFILES	STATEMENT OF INFORMATION
ARTICLES &/OR BLOG		OUR TEAM	



COMPETITORS:
REAL ESTATE

2.8

MARSHALL
WHITE

Marshall White is balanced in its approach to tools and information. What is distinct is its execution of Municipality Property Profiling for expanded user insights as well as its Trending Suburbs to help inspire users. Outside of these bespoke moments, the site maintains the status quo of Real Estate sites.

Feature Highlights:

Property Statistics

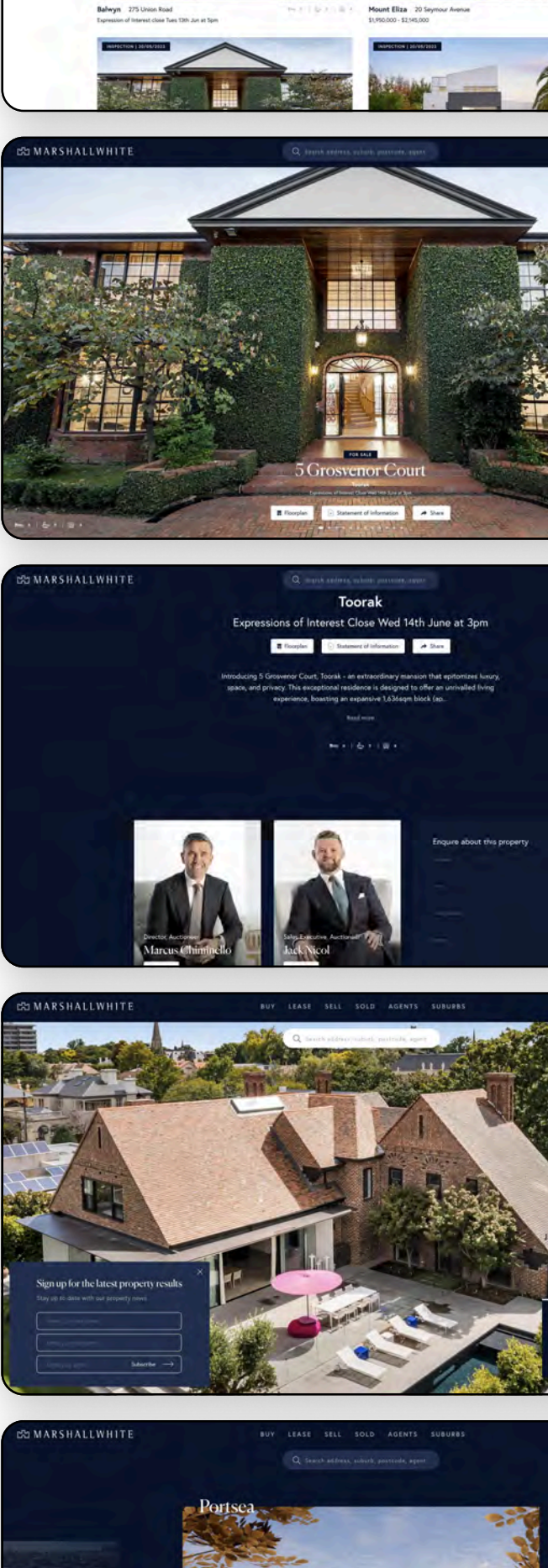
Trending Suburbs

Median Property Price

Schools Near By

Municipality Profiles

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	SEARCH & FILTER	ABOUT US	STATEMENT OF INFORMATION
RECOMMENDED	BESPOKE CONTACT FORMS	TESTIMONIALS	FAQ
NEWS	SORT BY	FINANCE	REQUEST APPRAISAL
INSIGHTS & EDUCATION	MAP VIEW	CULTURE & PERKS	
PROPERTY PROFILES		CAREERS	
SUBURB PROFILES		JOB DESCRIPTION	
AGENT PROFILES		OUR OFFICES	
VIDEO CONTENT		OFFICE PROFILES	
NEW DEVELOPMENTS			



COMPETITORS:
REAL ESTATE

2.9

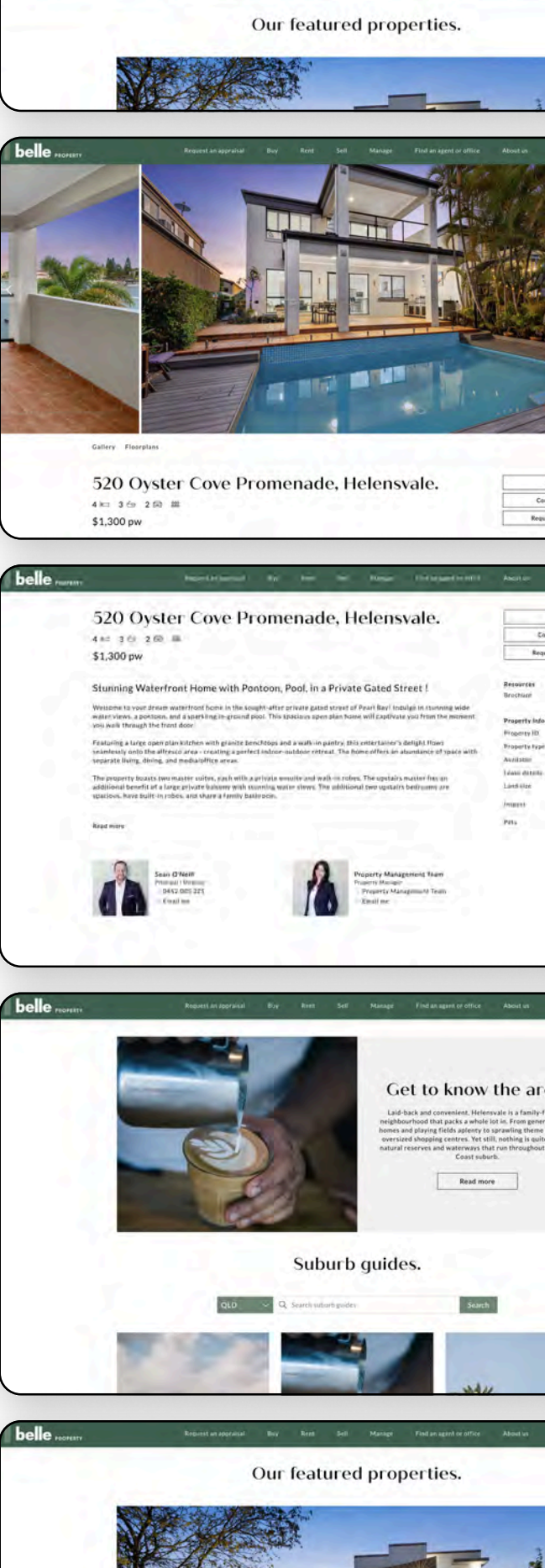
BELLE

Similar to Raine & Horne, the Belle site provides a holistic amount of information for various users. Outside of the common practice of showcasing properties with additional lens in suburb and agent profiling, the site does include bespoke moments such as the Franchise Hub to inspire new talent and use of Office Awards to contextualise Belles successes.

Feature Highlights:

- Suburb Guides
- Office Awards
- Become A Franchisee

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	SEARCH & FILTER	ABOUT US	REQUEST APPRAISAL
UPCOMING	BESPOKE CONTACT FORMS	TESTIMONIALS	BUYING GUIDE
PROPERTY PROFILES	SORT BY	FRANCHISE	INVESTOR GUIDE
SUBURB PROFILES	MAP VIEW	OUR OFFICES	SUBURB GUIDE
VIDEO CONTENT	USER PORTAL	OFFICE PROFILES	
AGENT PROFILES	CHAT BOT	OUR TEAM	
NEW DEVELOPMENTS	PROPERTY ALERTS	TEAM BIOS	
ARTICLES &/OR BLOG	APPLICATION PORTAL	CAREERS	
NEWS	JOB SEARCH &/OR FILTER	JOB DESCRIPTION	
		PARTNERS	



COMPETITORS:
REAL ESTATE

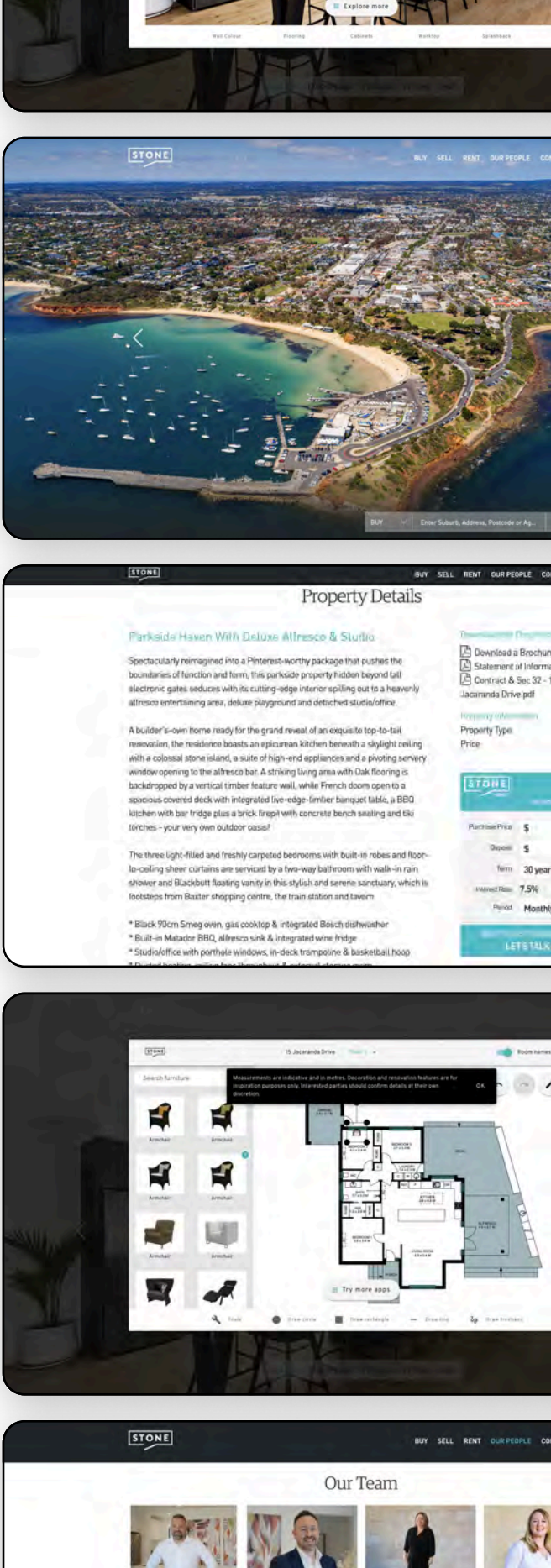
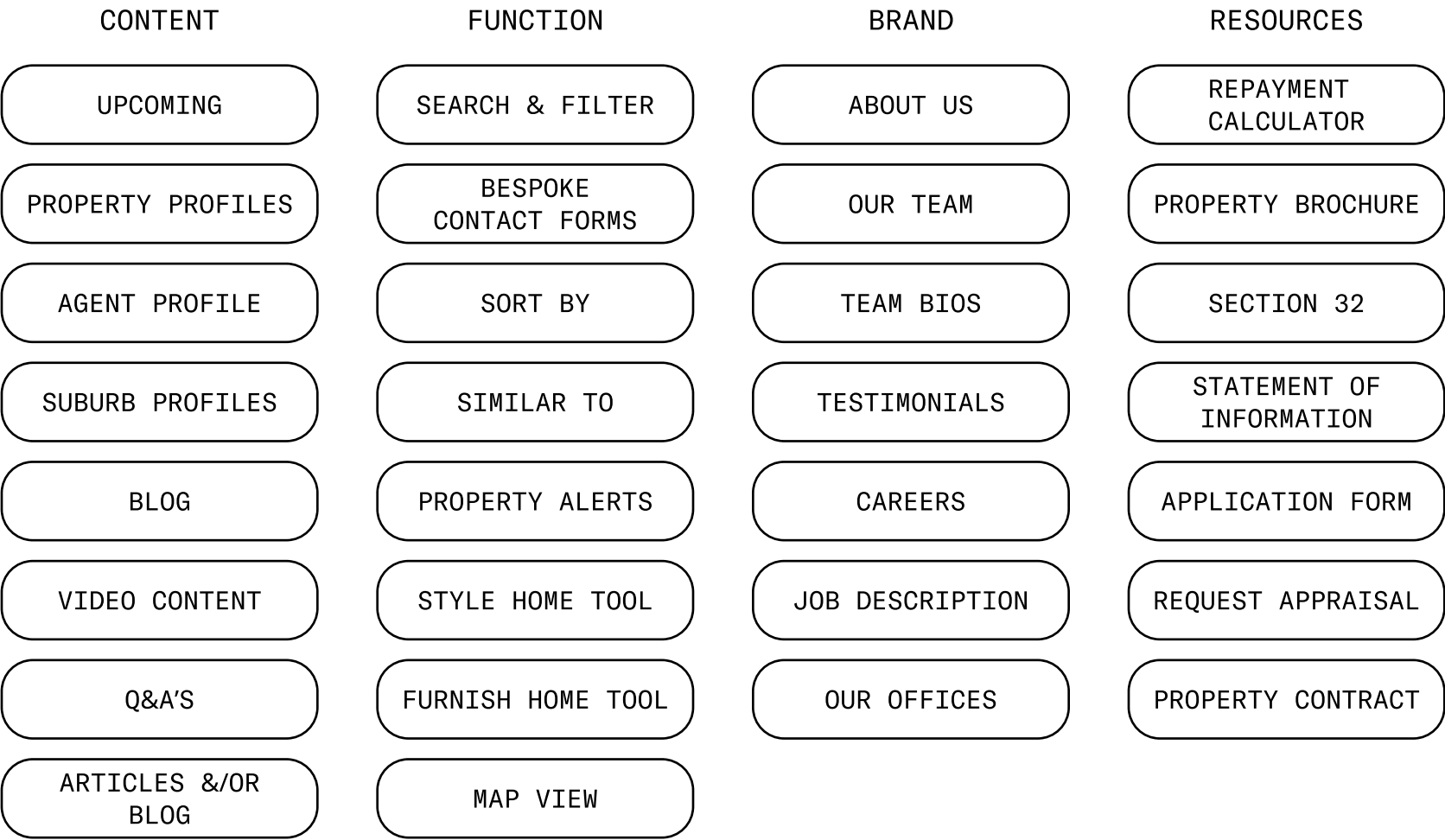
2.10

STONE

Stone provides a standard online Real Estate experience. However, there are some bespoke moments that do set them apart. The inclusion of the repayment calculator pays heed to wary investors whilst the furnish and style tools, despite being ‘nice to have’, are creative in its approach to help users plan post purchase.

Feature Highlights:

- Furnish Home Tool
- Style Home Tool
- Repayment Calculator



COMPETITOR
OVERVIEW

Here we observe the consistent features used by competitors within the Real Estate space. Moving forward, we should be aiming to include what elevates the experiences for each user type whilst also considering the execution by certain property leaders within the space. This also demonstrates the status quo of what we should include.

Feature Key:

● Included

● Not Included

● Market Leaders

	FEATURED	UPCOMING	RECOMMENDED	RECENTLY LISTED / SOLD	PROPERTY PROFILES	AGENT PROFILES	SUBURB PROFILES	DETAILED STATISTICS	VIDEO CONTENT	NEWS	INSIGHTS & EDUCATION	ARTICLES & OR BLOG	INVESTORS	BESPOKE SEARCH & FILTERING	SORT BY	SIMILAR TO	MAP VIEW	APPLICATION PORTAL	PROPERTY ALERTS	JOB SEARCH &/OR FILTER	BESPOKE CONTACT FORMS	ONLINE CHAT	USER PORTAL	ABOUT US	CULTURE & PERKS	CAREERS	TEAM BIOS	OFFICE PROFILES	FRANCHISE	TESTIMONIALS	MILESTONES	GUIDES	REPORTS	CALCULATORS & ESTIMATORS	PROPERTY APPRAISAL	FAQ
MCGRATH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BRESIC WHITNEY	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
COMPASS ●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
RAINE & HORNE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
THE AGENCY	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
FANTASTIC FRANK	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PLACE ESTATE AGENTS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
JELLIS CRAIG ●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
MARSHALL WHITE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BELLE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
STONE	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

4.0

UX Comparative Analysis

Property Search Engines & Bespoke Platforms

3.1 REALESTATE.COM

3.2 DOMAIN

3.3 SOHO

3.4 ZILLOW

3.5 AIRBNB

3.6 STAYZ

3.7 COMPARATIVE OVERVIEW

COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.1

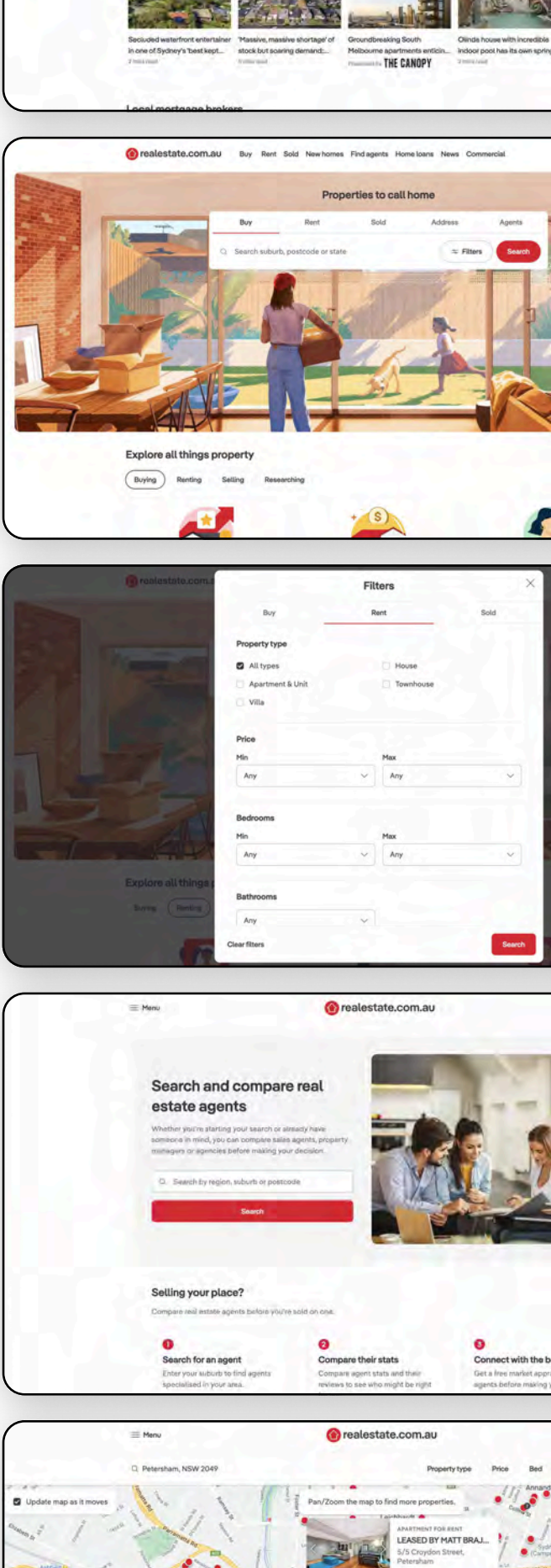
REALESTATE
.COM

Realestate.com provides many tools and tips for incoming users that branch out from the norm of Real Estate sites. The inclusion of various tools within property profiles from loan comparison to renovation estimators set a precedent for UX support. The site also has a dedicated career and investor hub that reduces the noise for incoming talent and prospectors.

Feature Highlights:

- Career & Investor Hub
- Loan Comparison
- Renovation Estimator
- Compare Agent Function
- Home Loan Calculator

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	SEARCH & FILTER	CAREERS	HOME LOAN CALCULATOR
PROPERTY PROFILE	MAP VIEW	CULTURE & PERKS	VALUE GUIDE
RECENTLY SOLD	BESPOKE CONTACT FORMS	JOB DESCRIPTION	BIDDING GUIDE
ARTICLES &/OR BLOG	USER PORTAL	OFFICE PROFILE	SELLING TIPS
VIDEO CONTENT	APPLICATION PORTAL	TEAM BIOS	
AGENT PROFILE	LOAN COMPARISON		
SUBURB PROFILE	COMPARE AGENT		
NEWS	RENOVATION ESTIMATOR		
INSIGHTS & EDUCATION	JOB SEARCH &/OR FILTER		



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.2

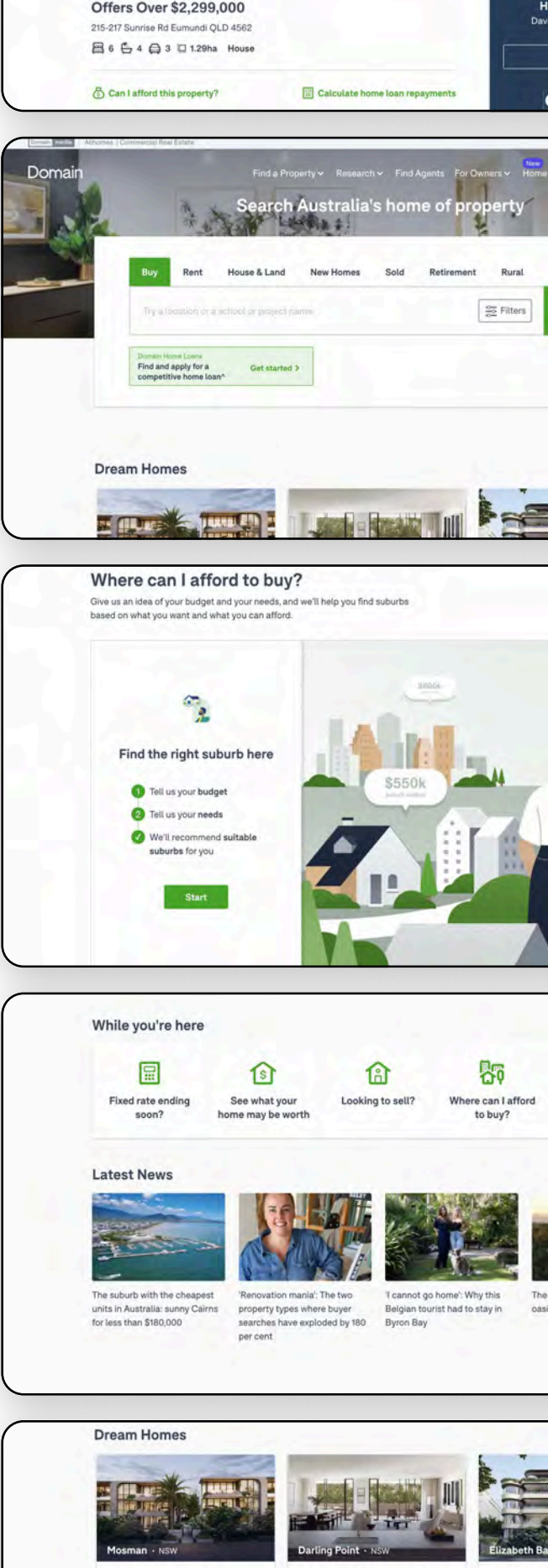
DOMAIN

Similar to Realestate.com, Domain provides an explorative property platform full of tools and tips to increase user confidence. The extra level of detail provided in property statistics and market analysis as well as agent and office performance creates a truly transparent and resourceful experience for users.

Feature Highlights:

- Office Performance Stats
- Agent Performance Stats
- Property Price Estimator
- Property Market Analysis
- Home Loan Calculator

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	SEARCH & FILTER	ABOUT US	ADVICE GUIDES
PROPERTY PROFILES	SORT BY	CULTURE & PERKS	BUYING GUIDES
SUBURB PROFILES	BESPOKE CONTACT FORMS	TESTIMONIALS	RENTING GUIDES
AGENT PROFILES	MAP VIEW	CAREERS	SELLING GUIDES
AGENT PERFORMANCE STATISTICS	USER PORTAL	JOB DESCRIPTION	RESEARCH
PROPERTY MARKET ANALYSIS	APPLICATION PORTAL	OFFICES	HOME LOAN CALCULATOR
NEW DEVELOPMENTS	PROPERTY PRICE ESTIMATORS	OFFICE PROFILE	
VIDEO CONTENT	JOB SEARCH &/OR FILTER	OFFICE PERFORMANCE STATISTICS	
NEWS		OFFICE REVIEWS/RATINGS	
INSIGHTS & EDUCATION			



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

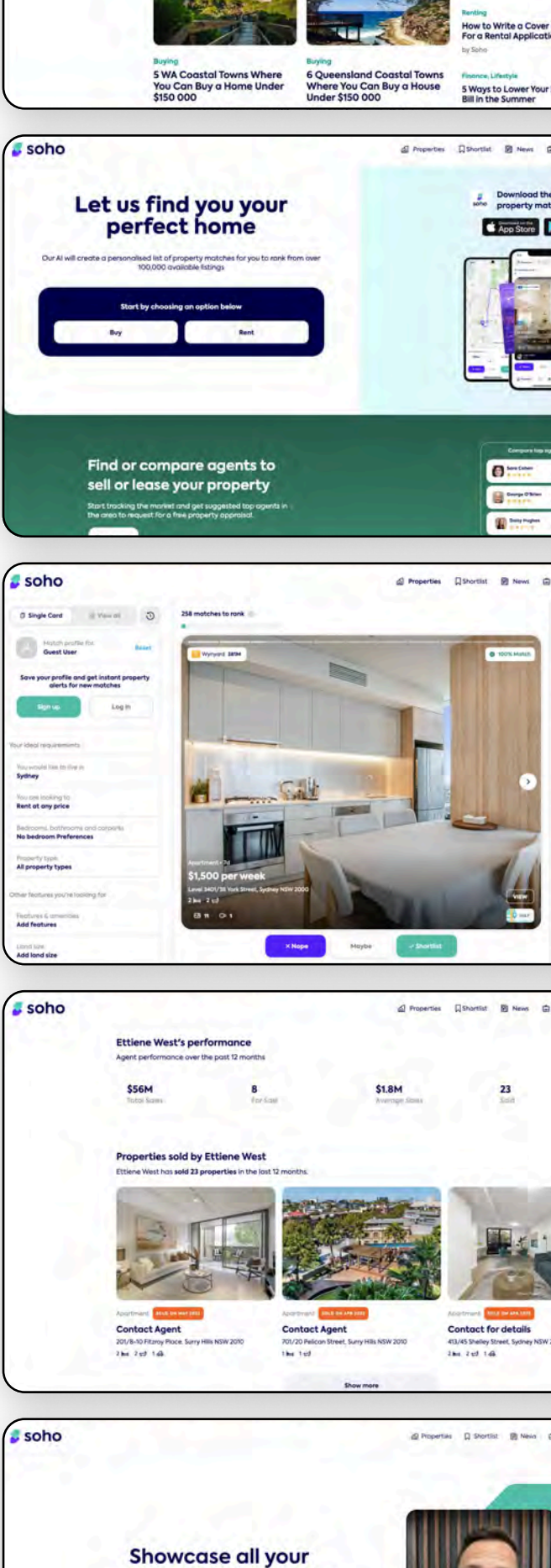
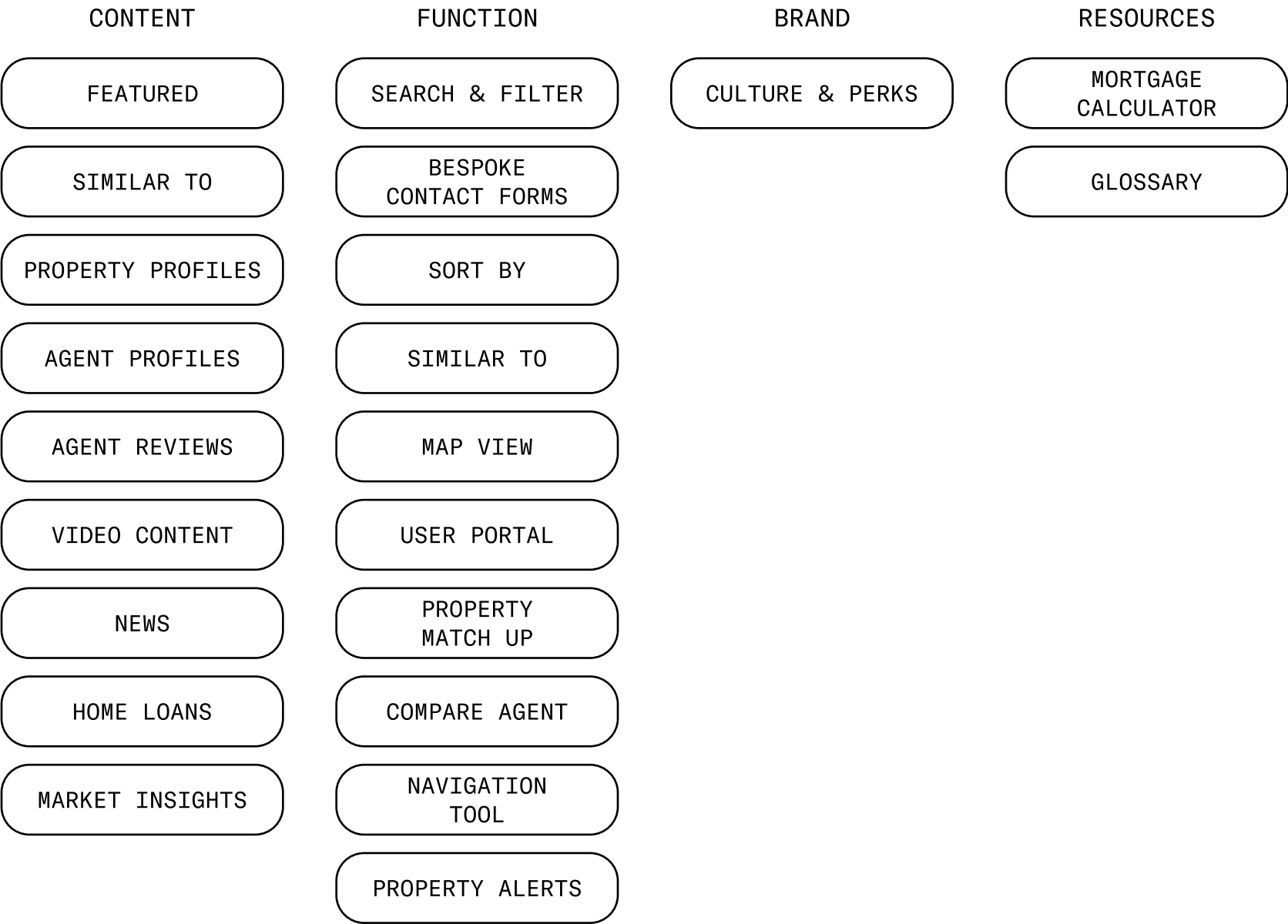
3.3

SOHO

Despite severely lacking any branded persona and having all properties behind a barrier, Soho does demonstrate some creative ways to inform and seamlessly bring the product to the user. The Match Me quiz is a quick-fire means for users to narrow down their search while the inclusion of Agent reviews and navigation tools displays Soho to be a competent platform for property exploration.

Feature Highlights:

- Match Me Quiz
- Compare Agent
- Agent Reviews



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.4

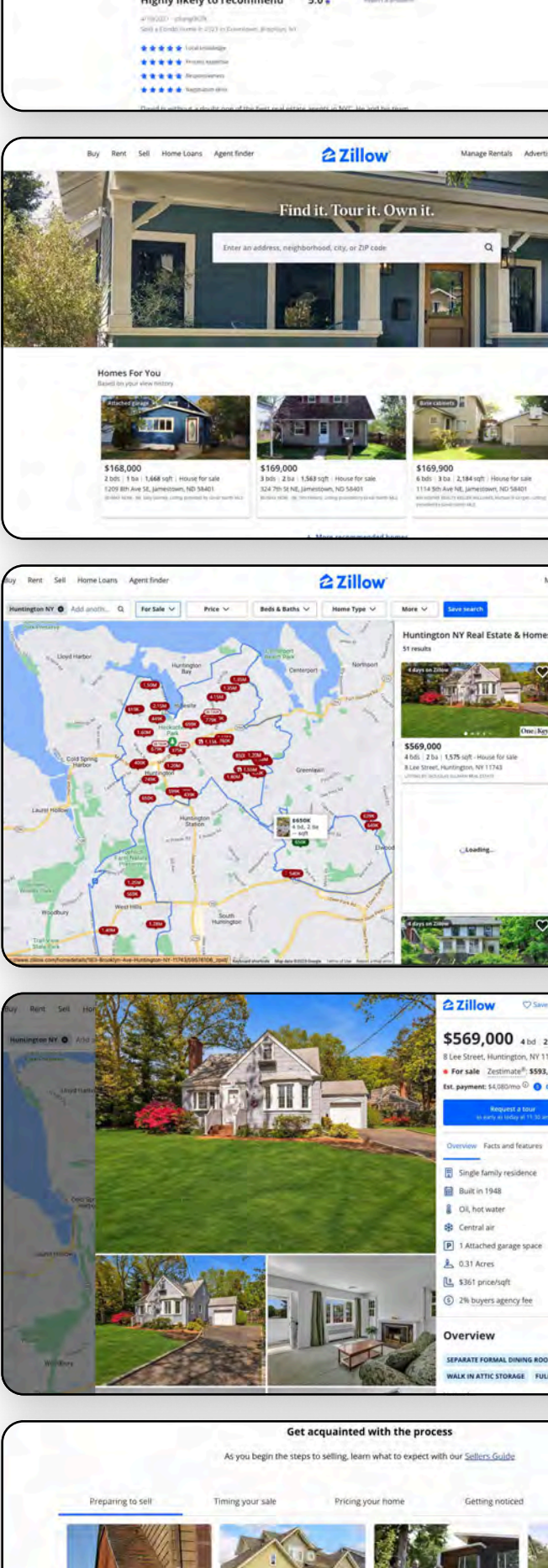
ZILLOW

Zillow does not provide a unique experience as a Property Search Engine however it does frame property statistics in insightful ways. From the inclusion of their branded Zestimates (Housing Value by location) to the thorough supply of property value graphs and suburb scores (ie. by public transport availability), Zillow does provide it’s users with a bespoke level of detail on Properties.

Feature Highlights:

- Zestimates
- Suburb Scores
- Location Mortgage Rates
- Property Value Graphs

CONTENT	FUNCTION	BRAND	RESOURCES
PROPERTY PROFILES	SEARCH & FILTER	ABOUT US	ZESTIMATES
PROPERTY VALUE GRAPHS	BESPOKE CONTACT FORMS	CAREERS	RESEARCH
LOCATION MORTGAGE RATES	REQUEST TOUR	CULTURE & PERKS	HOUSING GUIDES
PROPERTY PRICE & TAX HISTORY	SORT BY	JOB DESCRIPTION	BUYER GUIDE
SUBURB SCORES	SIMILAR TO		SELLER GUIDE
ARTICLES &/OR BLOG	MAP VIEW		RENTER GUIDE
	SCHOOL FILTER		MARKET REPORTS
	USER PORTAL		
	APPLICATION PORTAL		
	JOB SEARCH &/OR FILTER		



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.5

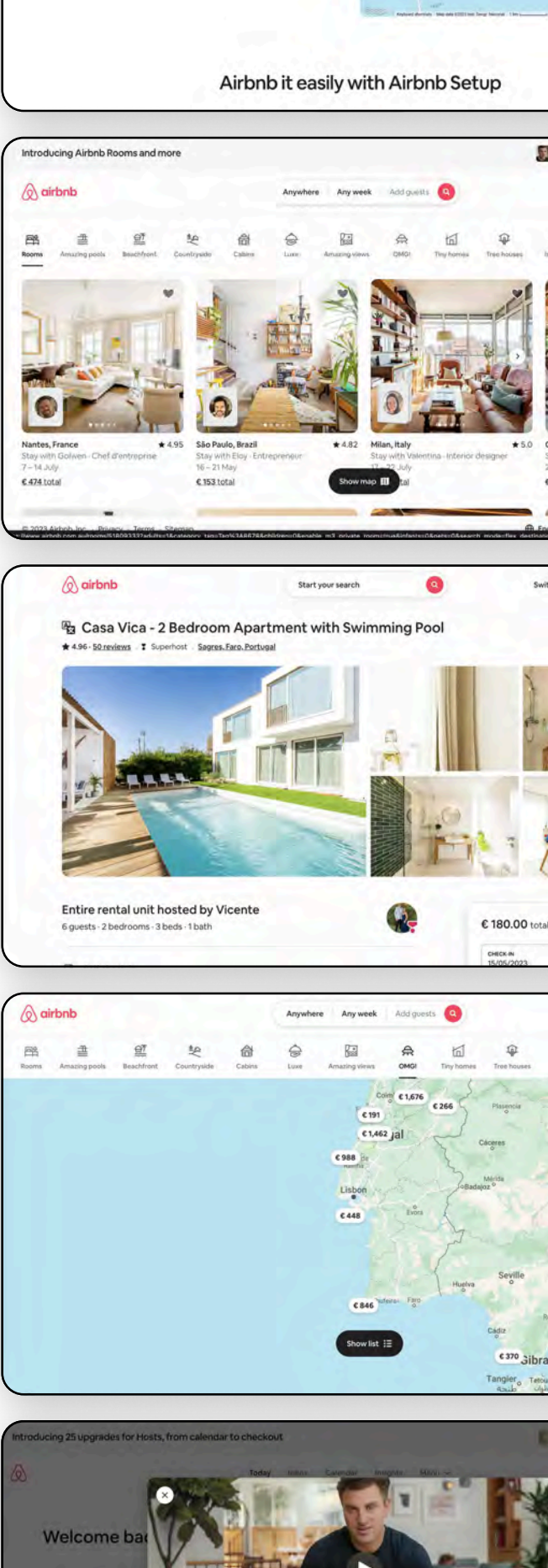
AIRBNB

Renowned for its UX/UI, Airbnb provide a holistic experience for users from property bookings to tourist attractions. What can be taken from the Airbnb site is it's bespoke summary of filter categorisation (i.e theme, accomodation type and mood). The site also supplies rigorous amounts of information for acquisition of talent and prospectors.

UX Highlights:

- Bespoke Filters
- Calendar
- Insights
- Investors Hub

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	BESPOKE SEARCH & FILTER	ABOUT US	HOST GUIDES
RECOMMENDED	MAP VIEW	OUR TEAM	TRAVEL GUIDE
PROPERTY PROFILES	PROPERTY ALETS	INVESTORS	FAQ
HOST PROFILES	CALENDAR	EVENTS	
VIDEO CONTENT	LANGUAGE	CAREERS	
NEWS	USER PORTAL	CULTURE & PERKS	
TUTORIALS	APPLICATION PORTAL	JOB DESCRIPTION	
INSIGHTS & EDUCATION	JOB FILTER		



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

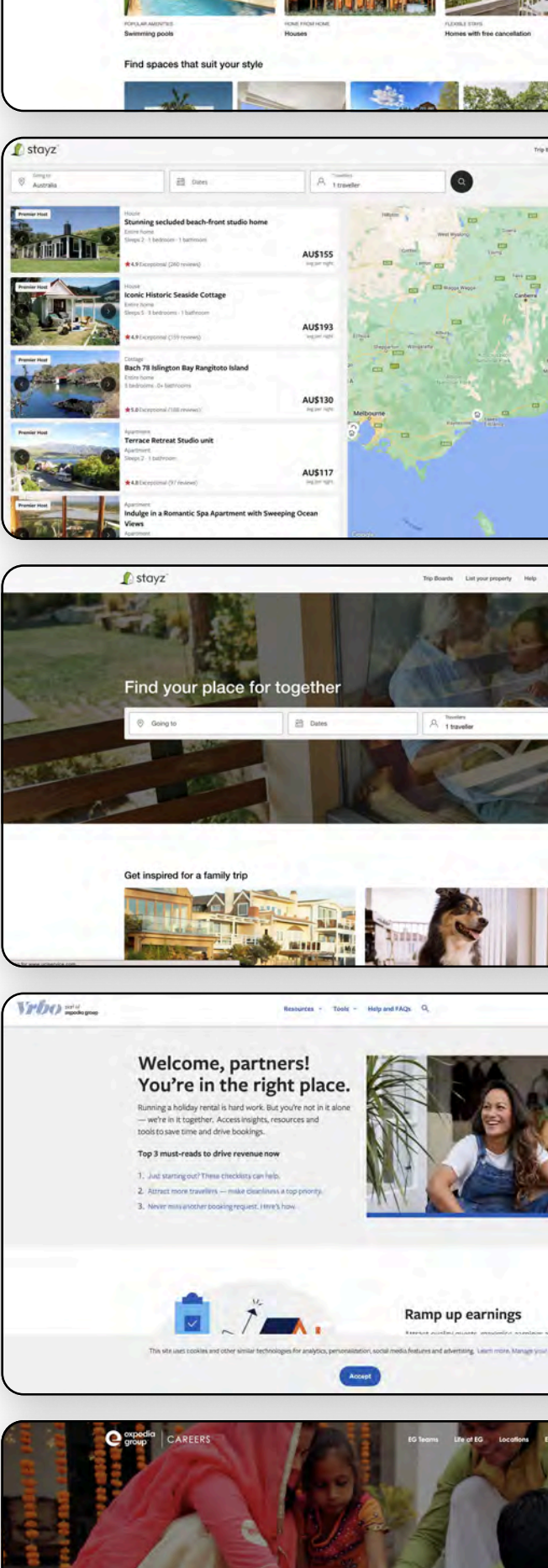
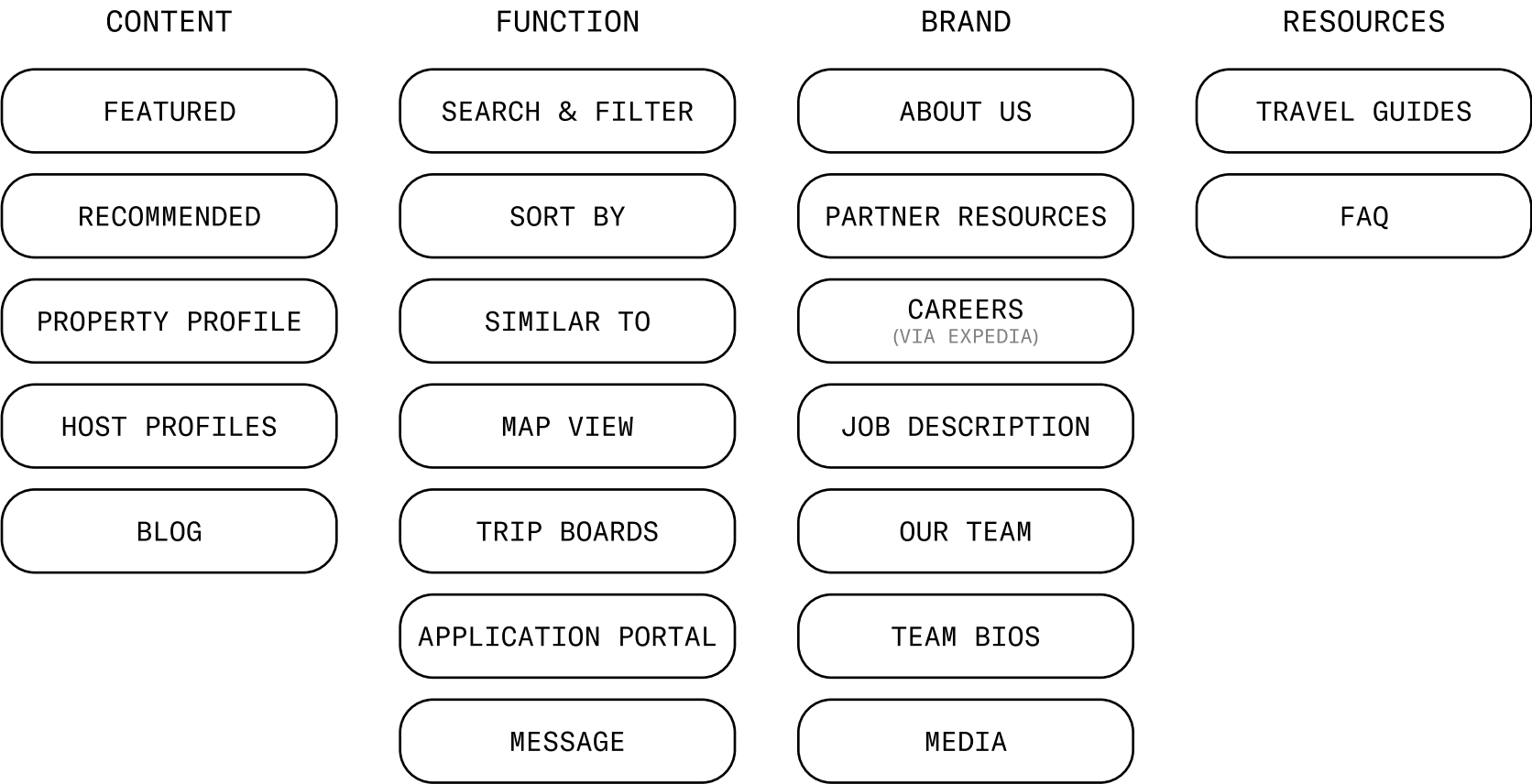
3.6

STAYZ

Stayz doesn’t compare to the service of content and tools found in Airbnb but it does provide some creative solutions for its user base. The inclusion of the Trip Board allows users to plan trips and ideate on potential adventures while the dedicated career hub showcases a thorough amount of information for emerging and early career talent.

UX Highlights:

- Trip Boards
- Dedicated Career Hub
- Message Function



Here we observe the consistent features used by comparative platforms that are parallel to the Real Estate space. Moving forward, we should be conscious of some of the features and inclusions these sites provide, whether that's mobilising these on site or harnessing them as resources (ie. Property search engines).

Feature Key:

● Included

Not Include

	CONTENT												FUNCTION										BRAND										RESOURCE					
	FEATURED	UPCOMING	RECOMMENDED	RECENTLY LISTED / SOLD	PROPERTY PROFILES	AGENT PROFILES	SUBURB PROFILES	DETAILED STATISTICS	VIDEO CONTENT	NEWS	INSIGHTS & EDUCATION	ARTICLES & OR BLOG	INVESTORS	SEARCH & FILTER	SORT BY	SIMILAR TO	MAP VIEW	APPLICATION PORTAL	PROPERTY ALERTS	JOB SEARCH &/OR FILTER	BESPOKE CONTACT FORMS	ONLINE CHAT	USER PORTAL	ABOUT US	CULTURE & PERKS	CAREERS	TEAM BIOS	OFFICE PROFILES	FRANCHISE	TESTIMONIALS	MILESTONES	GUIDES	REPORTS	CALCULATORS & ESTIMATORS	PROPERTY APPRAISAL	FAQ		
MCGRATH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
REALESTATE.COM	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
DOMAIN	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
SOHO	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
ZILLOW	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
AIRBNB	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
STAYZ	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
<p>*The inclusion of bespoke property platforms display various instances of creative means to contextualise property products (thematic filtering & mood-boards)</p> <p>*Property Search Engines emphasise how they are resources to Real Estate Agencies as they mobilise detailed property statistics and tooling.</p>																																						

5.0

Overview of UX Analysis & Recommendations

4.1 OVERVIEW

4.2 HIGHLIGHTS TO CONSIDER

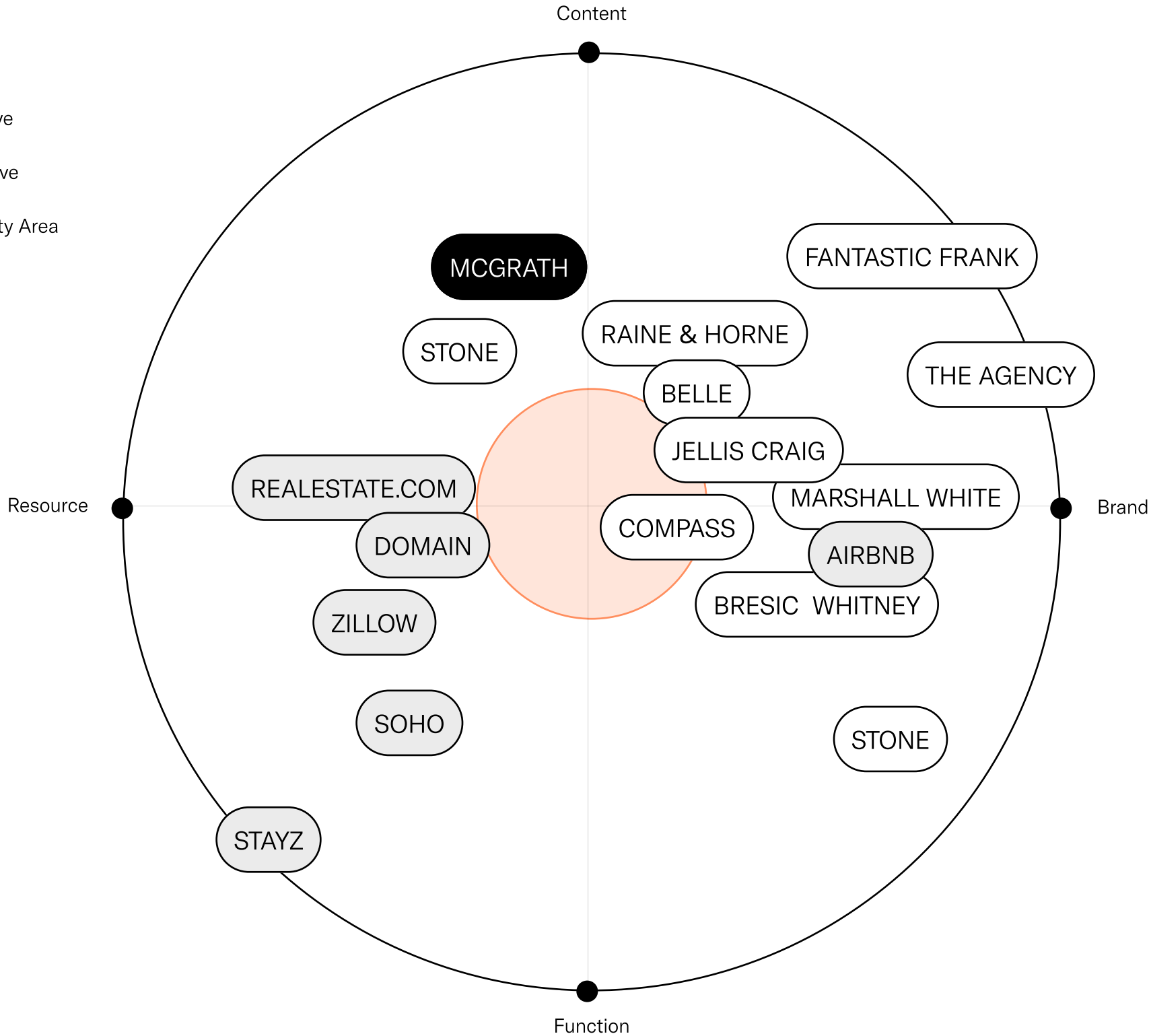
OVERVIEW

By positioning all the research findings found during our competitive and comparative analysis, we are able to help define the necessary inclusions as well as opportunity areas that will help elevate McGraths website.

With consideration to the easy wins used to the more progressive content and function mobilised by various brands across the analysis, we are able to discern which businesses are providing a balance of resource, function, content and branding.

KEY

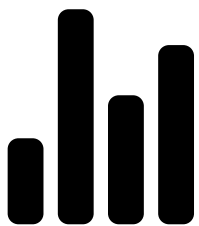
- McGrath
- Competitive
- Comparative
- Opportunity Area



HIGHLIGHTS TO CONSIDER

Our comp analysis has validated what market leaders and parallel industries are mobilising in websites to help their users commit to their services. What resonates across these platforms validates the necessity for potential inclusion.

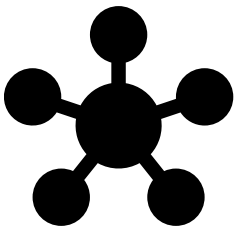
However, there have been some bespoke UX highlights that must be considered moving forward. These will help to improve and optimise McGraths current online offering and therefore heighten their content heavy site into a informative and resourceful tool for all their users.



STATISTICS

Big decisions require more clarity and precision

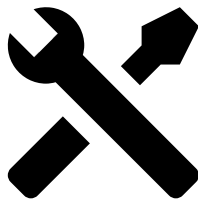
- More detailed statistics on offices and agents and their performances
- More detailed property market insights from suburb performance, median property value graphs, property and suburb history and cultural growth.



DEDICATED HUBS

Hubs with single purpose brings confidence and support

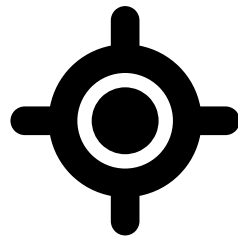
- Provide dedicated hubs for periphery users such as Franchisees, Talent and Investors
- Bring in educational modules and insights into these hubs
- Show evidence through milestones and testimonials along with application & contact forms



TOOLING

Greater tools for all users means potential for a greater outcome

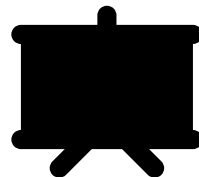
- Provide tools ON the platform
- Give users various tools for different contexts ie. loan repayment calculators and agent/office comparison functions



CONTEXT

Optimise content so it feels pertinent and concise

- Make content more brief and to the point
- Mobilise content thats required and not purely explorative
- Less is more
- Use optimised UI that can house many articles (ie. carousels, grids)



CREATIVITY

Allow users more creativity so they can prepare for the future

- Give users more tooling to prepare for the latter stages of buying a home
- Allow users to mood-board inspiration for their upcoming home
- Allow users to style and populate their home with on platform tooling

Thank You