YepAgent

LEAD UI DESIGNER - 2024

YepAgent is a marketplace for real estate agents to find new properties to sell and rent. Features include a live local marketplace, apply to hold apartments in new developments, organise leads & contacts and view assigned projects.

MY ROLE

Lead Product Designer

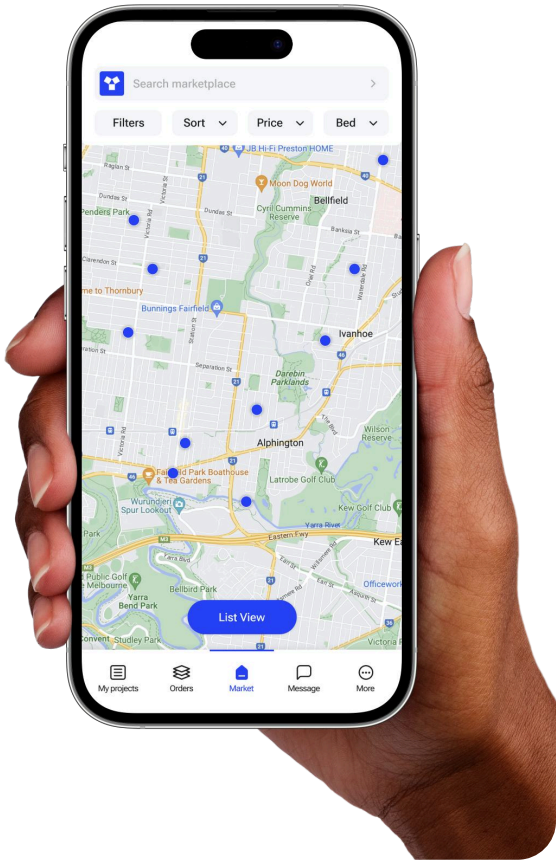
RESPONSIBILITIES

UI/UX

System Design

Product Strategy

Prototyping



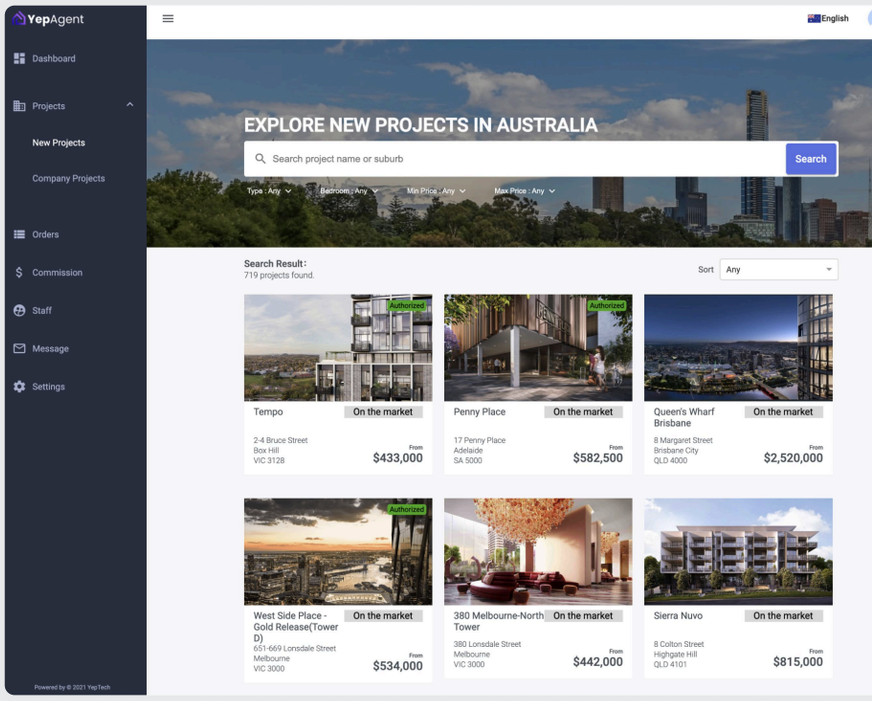
PROBLEM

Many real estate agencies rely on obsolete desktop-only CRMs, which hinder agents' mobility and efficiency. Recognising this gap, real estate professionals increasingly demand a mobile solution to effectively oversee property management, discover new listings, and cultivate client leads in real-time.

Leveraging Yephomes' proprietary insights, tailored specifically for on-site use, agents benefit from streamlined features essential for optimising their operational capabilities and client interactions. This strategic adaptation not only modernises industry practices but also enhances agent productivity and client satisfaction, marking a pivotal advancement in real estate technology.

EARLY RESEARCH

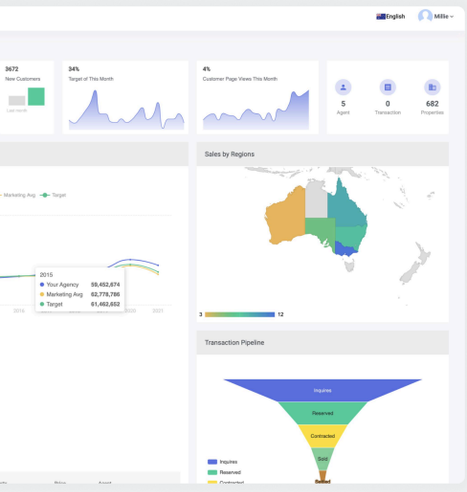
Yephome did have a CRM platfrom in place, however it was only used by internal company real estate agents and not on the go friendly.

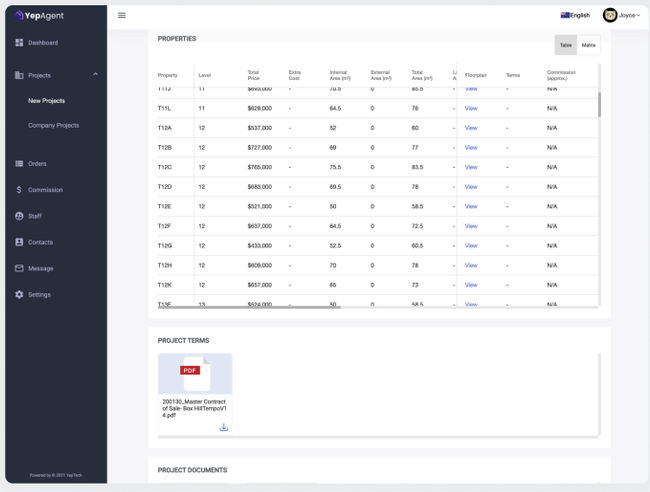


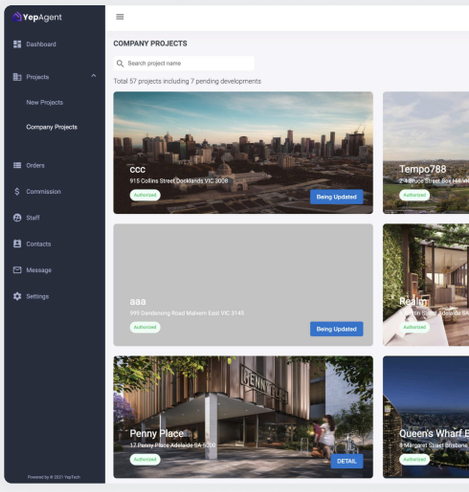
CORE ISSUES

- Not on the go friendly
- Not enough properties for agents
- Dashboard was confusing
- Commission feature was clunky

EARLY RESEARCH

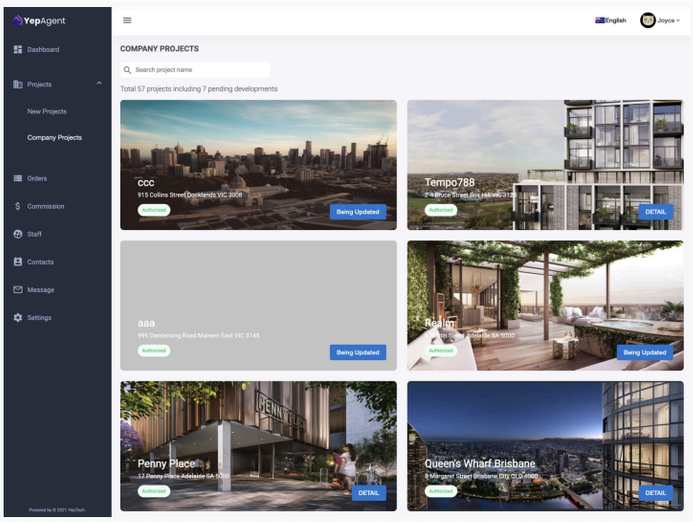






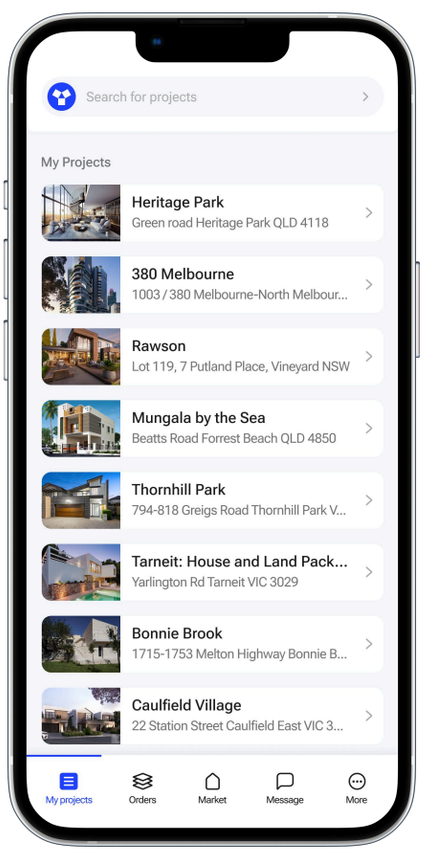
Desktop view of the 2021 YepAgent CRM

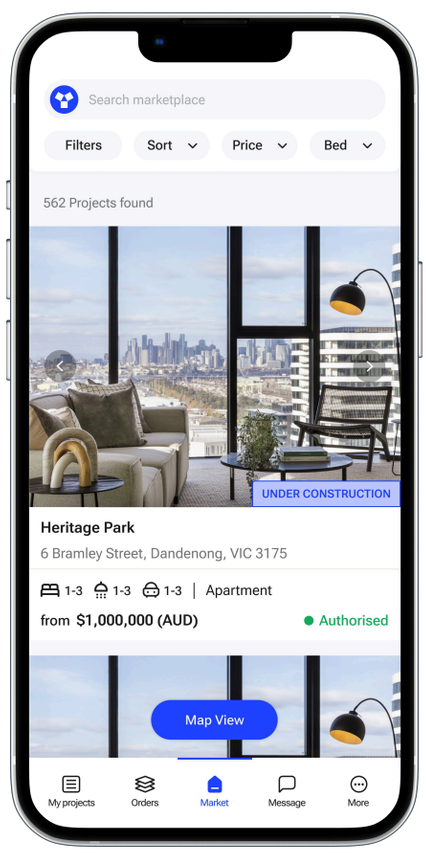
OPPORTUNITY



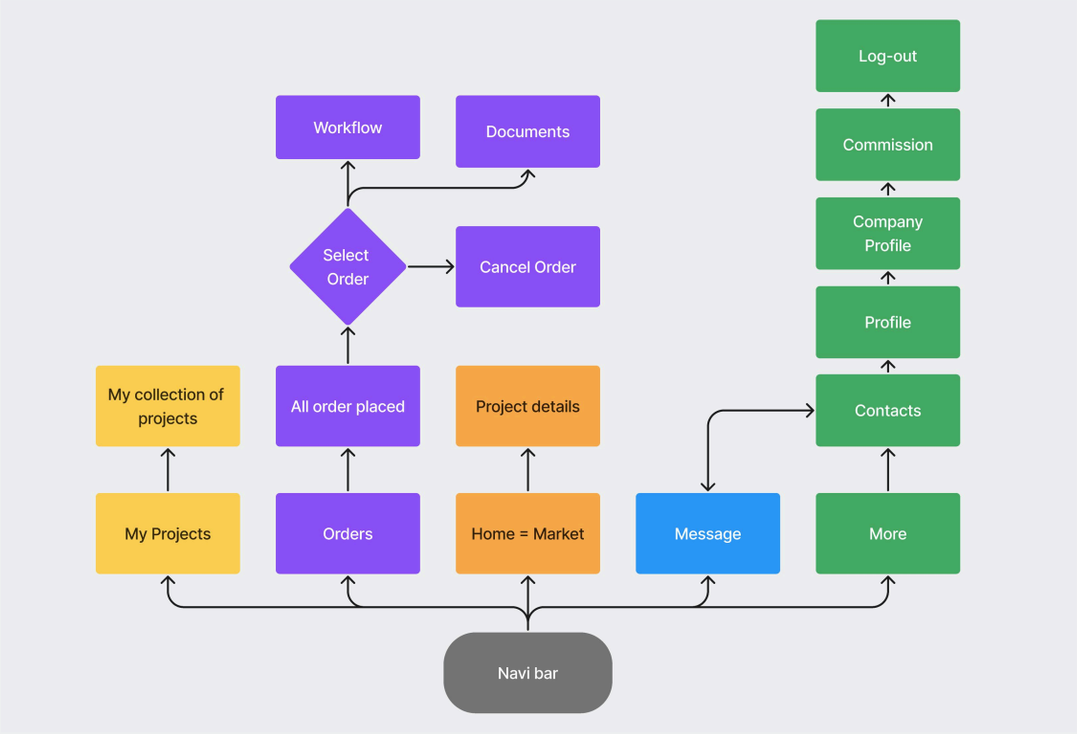
A Suggested CRM platform redesign presented a massive opportunity for Yephome. With the current user base frustrated that they could not use it on-the-go the demand for a streamlined app was on the cards. over 60% of total users found that features such as commission and orders were confusing.

By creating a flexible system for a live marketplace and an API from realestate.com Yephome could potentially have thousands of properties for agents to choose from.





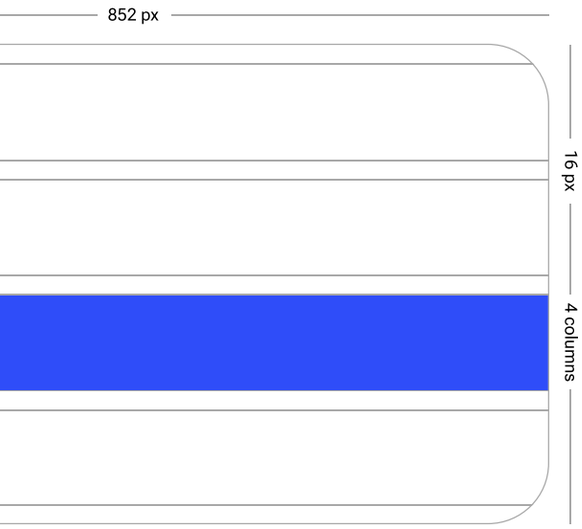
NAVIGATION ARCHITECTURE

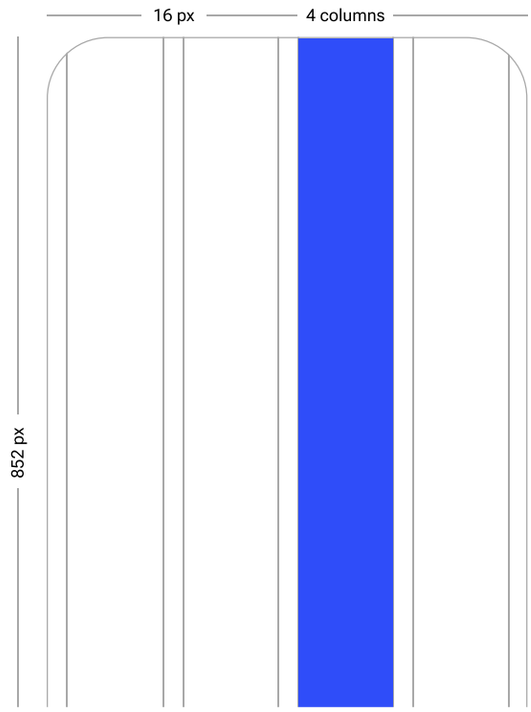


UI COLOURS

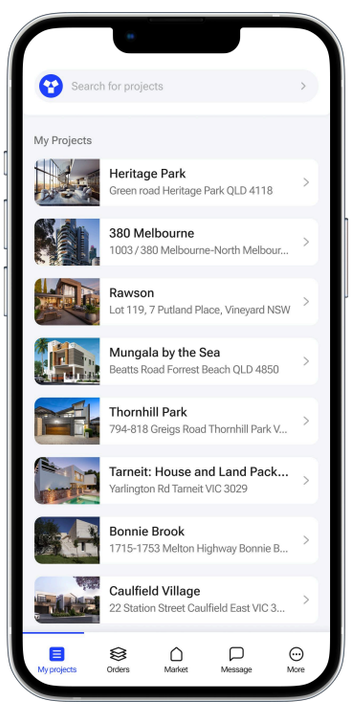
1E1E1E Text/ copy	757575 Text/ copy	BCC6FF Highlight	2142FF Brand colour/ active/ highlight
757575 - 60% Non active	F4F6FA Screen BG/ buttons	EDE9E7 Elements	
FFFFFF Cells/ elements	FFCD29 Reservation	14AE5C Confirm	F24822 Settle/ error

LAYOUT GRID





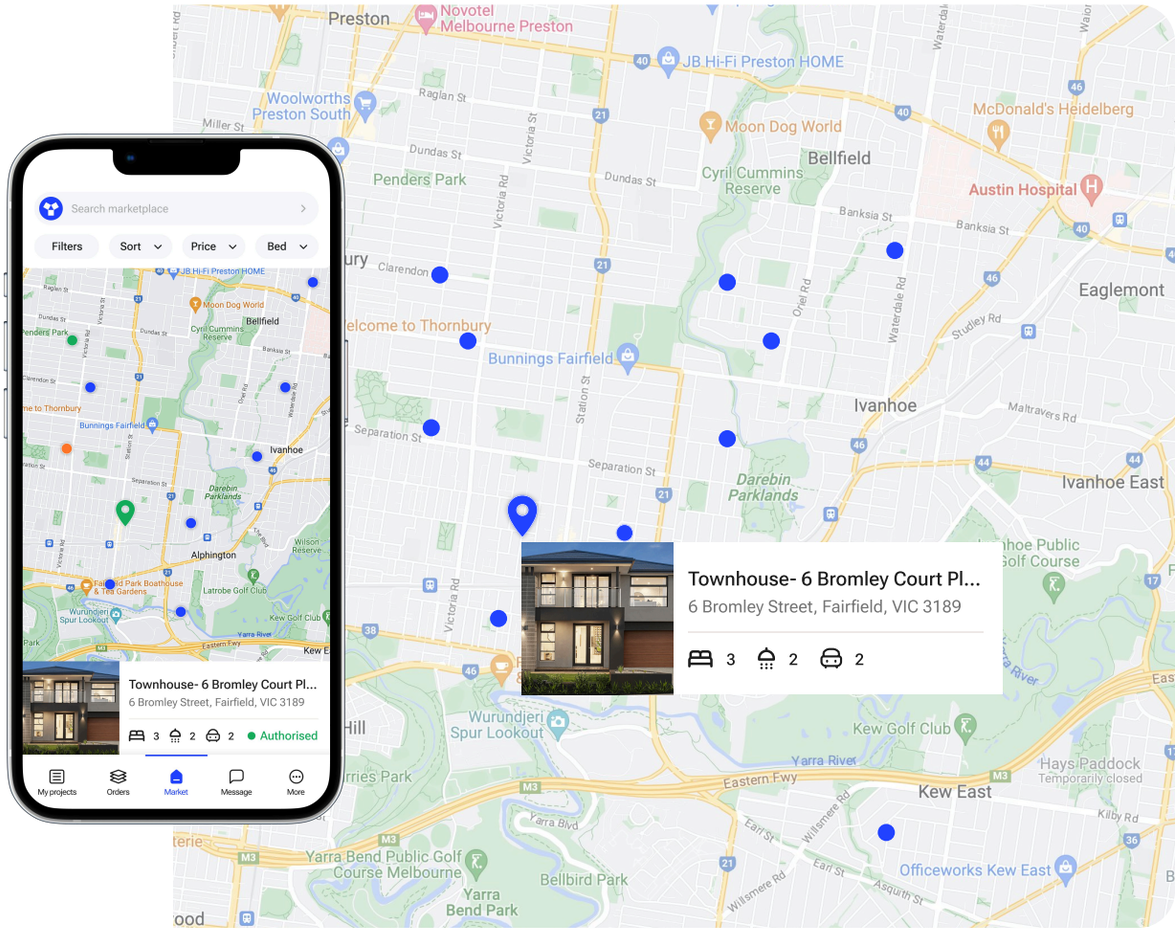
MY PROJECTS

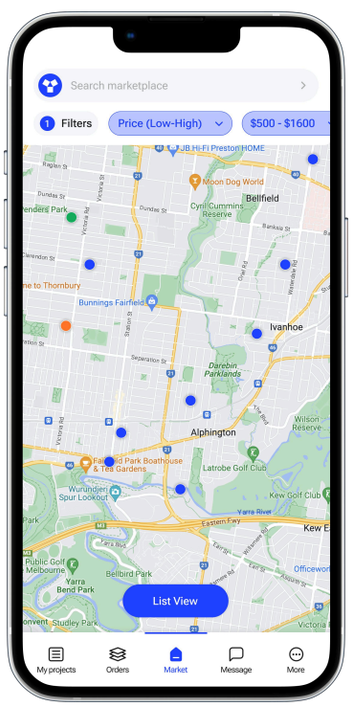


My Projects serves as the centralised hub where all properties assigned by the agency are managed, including any holds the agent has.

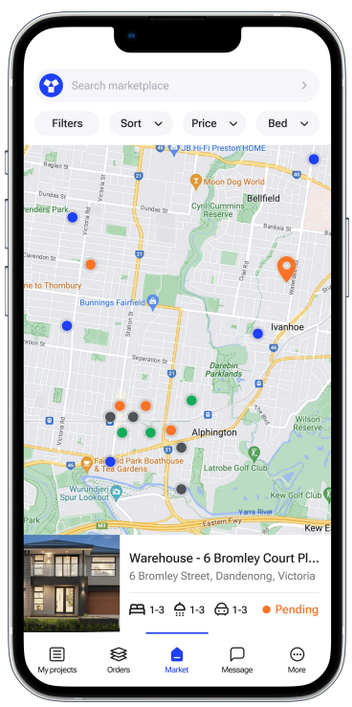
HOME/ SELECTION

Map View



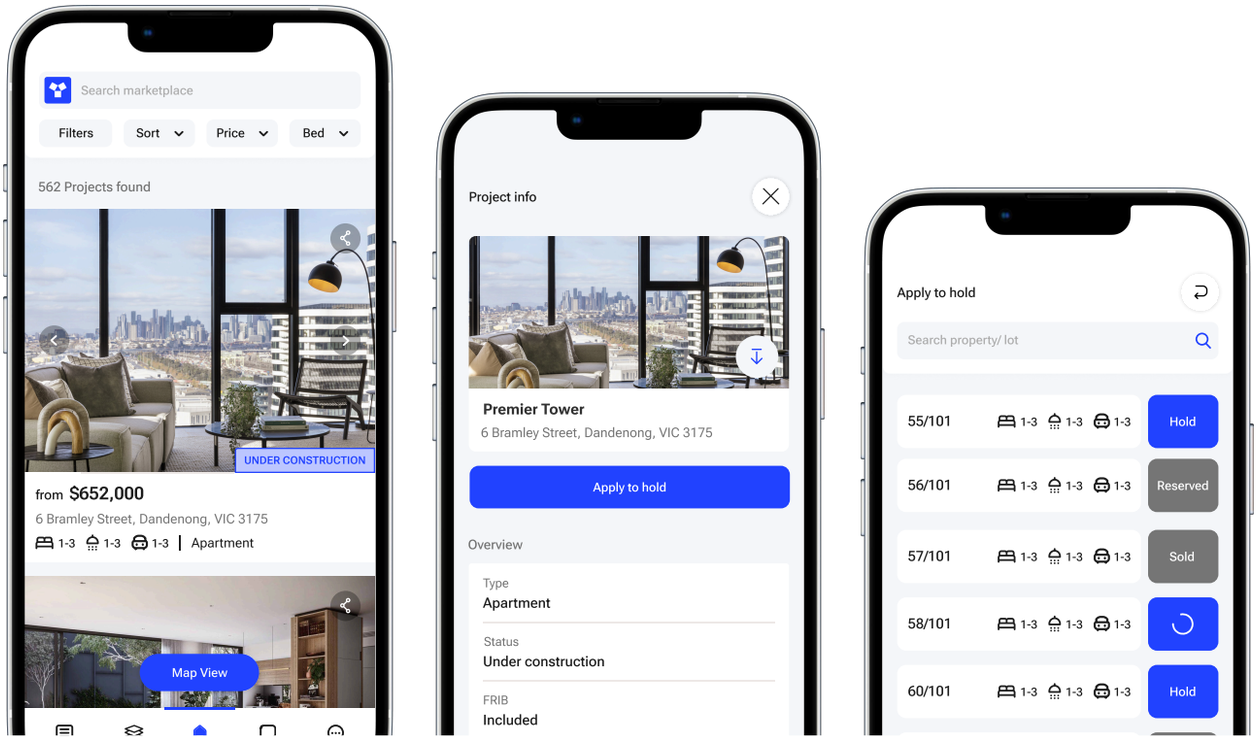


Filters

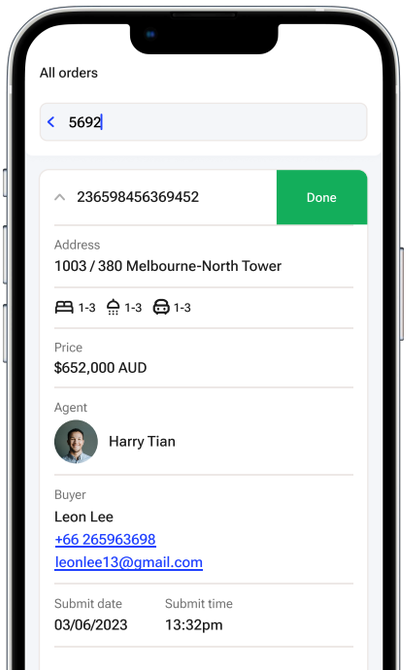


Active state

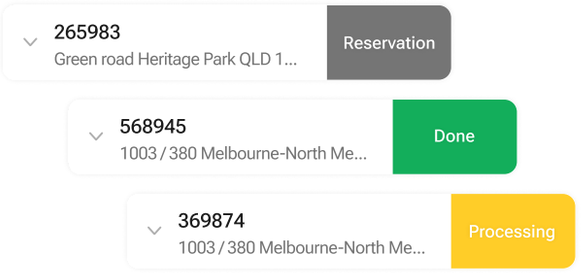
MARKETPLACE - APPLY TO HOLD



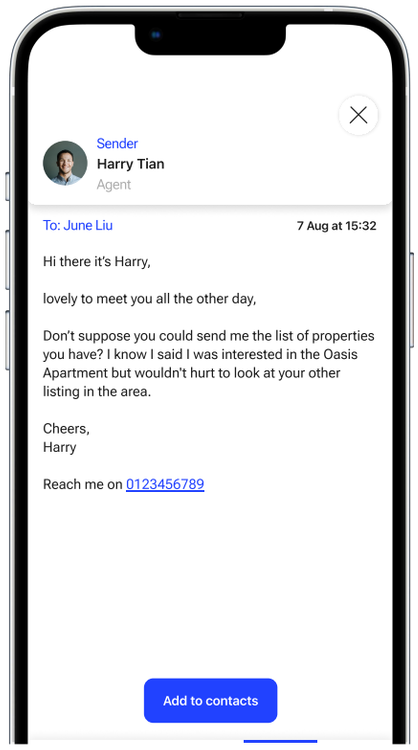
ORDERS



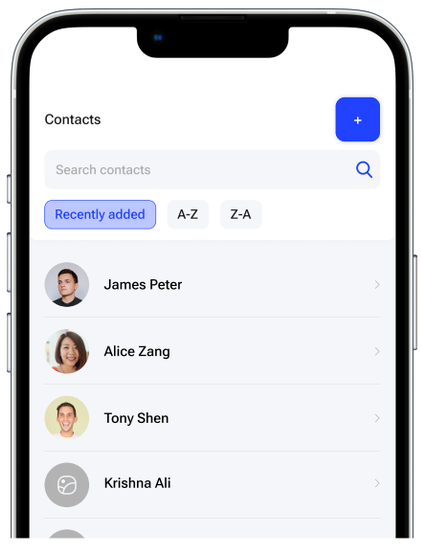
Efficiently handle your orders, documents, and buyer details associated with each property. This ensures smooth organisation and clear communication throughout the real estate process.



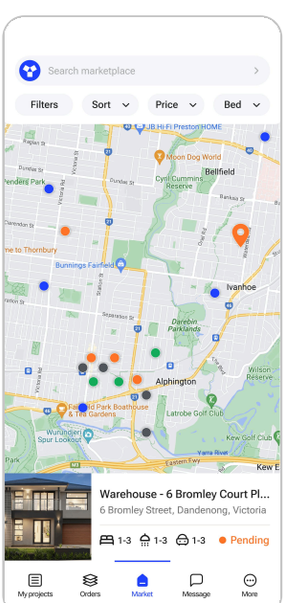
MESSAGING/ EMAIL

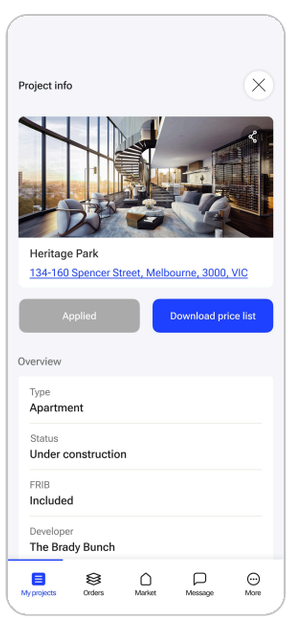


Manage all of your contacts and email inbox, so you never loose a lead.

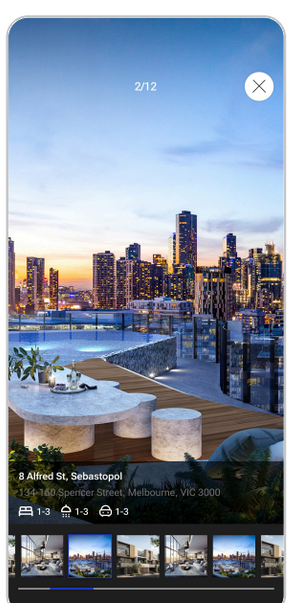


SCREENS





Project info

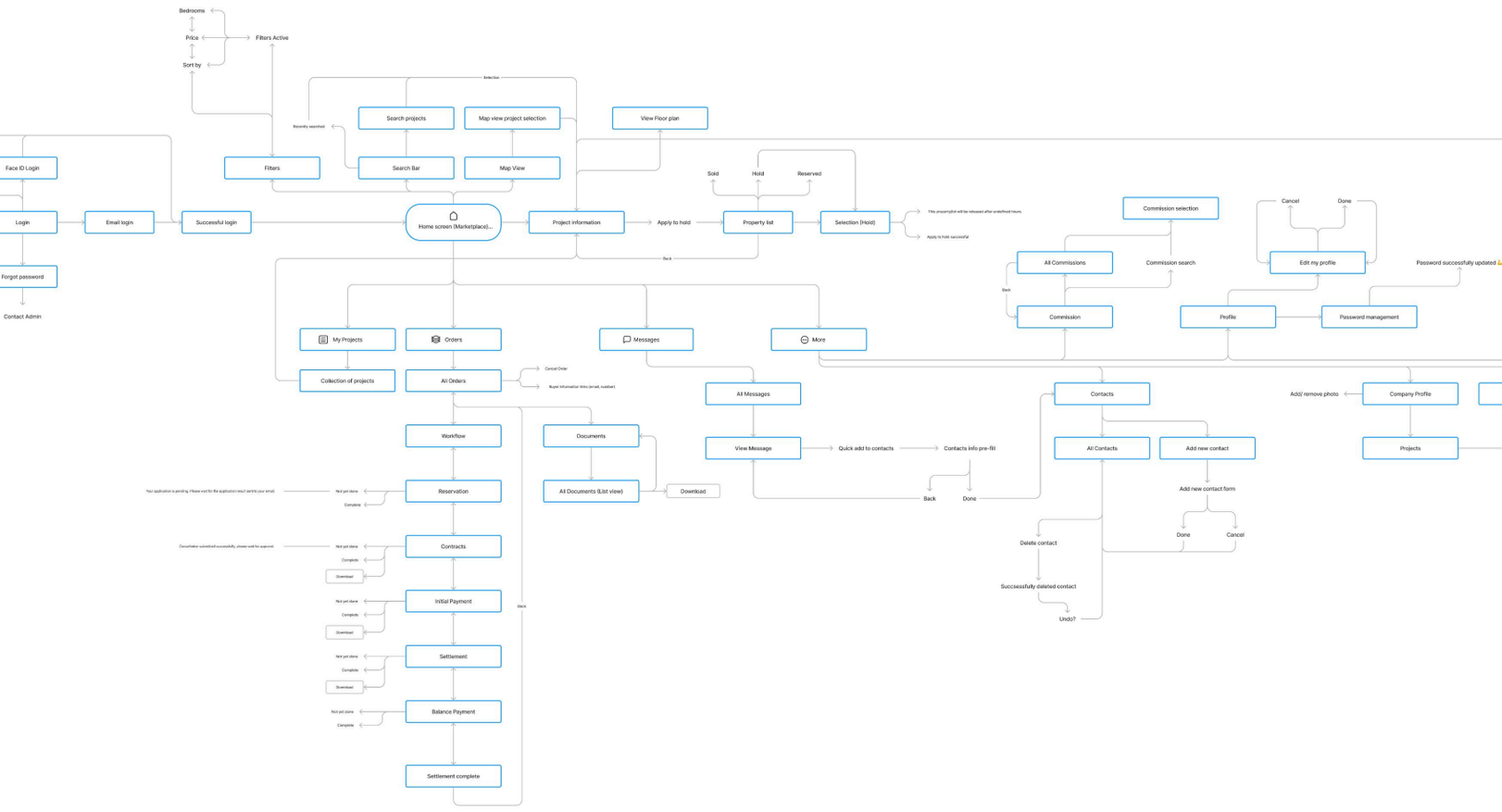


Apply to hold

Map view, filters active

Full Image view

INFORMATION ARCHITECTURE



SCOPE OF WORK

YEP Agent

june.lui@yephome.com.au

****

Sign in

Forgot your password? Please contact your administrator

I have read and agreed to YepHome's Service Agreement and Privacy Policy

Search marketplace

Filters | Sort | Price | Bed

Sort by:

- Price (Low-High)
- Price (High-Low)
- Date (Old-New)
- Bed (Least-Most)
- Bed (Most-Least)

Cancel | Apply

UNDER CONSTRUCTION

Heritage Park

6 Bramley Street, Dandenong, VIC 3175

1-3 1-3 1-3 | Apartment

from $1,000,000 (AUD) ● Authorised

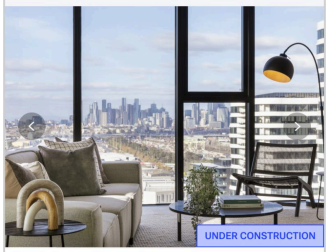
Map View

My projects | Orders | Market | Message | More

Search marketplace

Filters | Sort | Price | Bed

562 Projects found



UNDER CONSTRUCTION

Heritage Park

6 Bramley Street, Dandenong, VIC 3175

1-3 1-3 1-3 | Apartment

from $1,000,000 (AUD) ● Authorised

Map View

My projects | Orders | Market | Message | More

Search marketplace

Filters | Sort | Above $1600 | Bed

562 Projects found

UNDER CONSTRUCTION

Heritage Park

6 Bramley Street, Dandenong, VIC 3175

1-3 1-3 1-3 | Apartment

from $1,000,000 (AUD) ● Authorised

Map View

My projects | Orders | Market | Message | More

Search for projects

My Projects

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

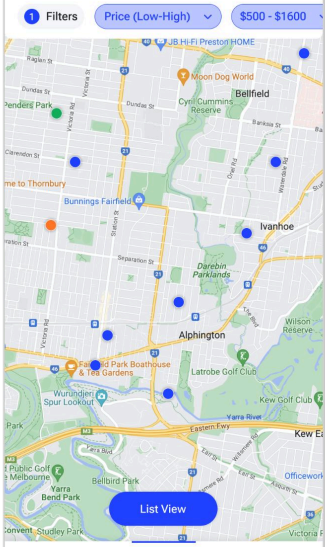
My projects | Orders | Market | Message | More

App 2023

Message | More

Search marketplace

1 Filters | Price (Low-High) | $500 - $1600



List View

My projects | Orders | Market | Message | More

Sender

Harry Tian

Agent

To: June Liu | 7 Aug at 15:32

Hi there it's Harry,

lovely to meet you all the other day,

Don't suppose you could send me the list of properties you have? I know I said I was interested in the Oasis Apartment but wouldn't hurt to look at your other listing in the area.

Cheers,
Harry

Reach me on 0123456789

Add to contacts

My projects | Orders | Market | Message | More

Contacts

Search contacts

Recently added | A-Z | Z-A

- James Peter
- Alice Zang
- Tony Shen
- Krishna Ali
- Belinda Stone
- Katie Wang
- Alex Ranganathan

My projects | Orders | Market | Message | More

380 M

Search results

380 Melbourne
1003 / 380 Melbourne-North Melbour...

380 Melbourne
1003 / 380 Melbourne-North Melbour...

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space return

My projects | Orders | Market | Message | More

Search

Map V

Previous searches

Domain House
41 Bank Street, South Melbourn

Irving Domain
Irving Domain, Box Hill, Melbour

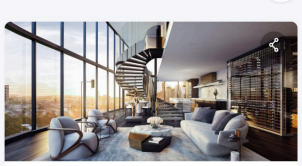
Domain House
41 Bank Street, South Melbourn

Irving Domain
Irving Domain, Box Hill, Melbour

Irving Domain
Irving Domain, Box Hill, Melbour

q w e r t
a s d f g
z x c v
123 spa

Project info



Heritage Park

134-160 Spencer Street, Melbourne, 3000, VIC

Applied | Download price list

Overview

Type
Apartment

Status
Under construction

FRIB
Included

Developer
The Brady Bunch

My projects | Orders | Market | Message | More

My holds

Search holds

13/89-63
Green road Heritage Park QLD 4118

1-3 1-3 1-3

Price
$652,000 AUD

In progress

13/89-63
Green road Heritage Park QLD 4118

1-3 1-3 1-3

Price
$652,000 AUD

In progress

13/89-63
Green road Heritage Park QLD 4118

1-3 1-3 1-3

Price
$652,000 AUD

In progress

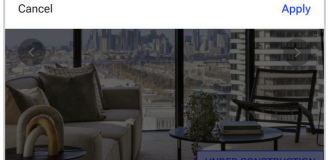
My projects | Orders | Market | Message | More

Search marketplace

Filters | Sort | Price | Bed

Price Any

Cancel | Apply



UNDER CONSTRUCTION

Heritage Park

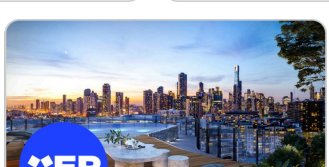
6 Bramley Street, Dandenong, VIC 3175

1-3 1-3 1-3 | Apartment

from $1,000,000 (AUD) ● Authorised

Map View

My projects | Orders | Market | Message | More

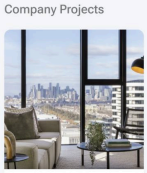


YepHome

520 Collins Street, Melbourne VIC 3000

http://www.yephome.com.au

Company Projects



Warehouse - 6 Bram...

6 Bramley Street, Dandenong, VIC 3175

8 Alfred St, Sebastopol

134-160 Spencer Street, Melbourne, Vi...

My projects | Orders | Market | Message | More

Edit

June Liu

YepHome Agent

First name
June

Last name
Lui

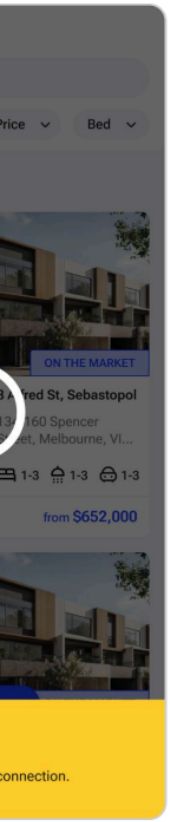
Mobile
0123456789

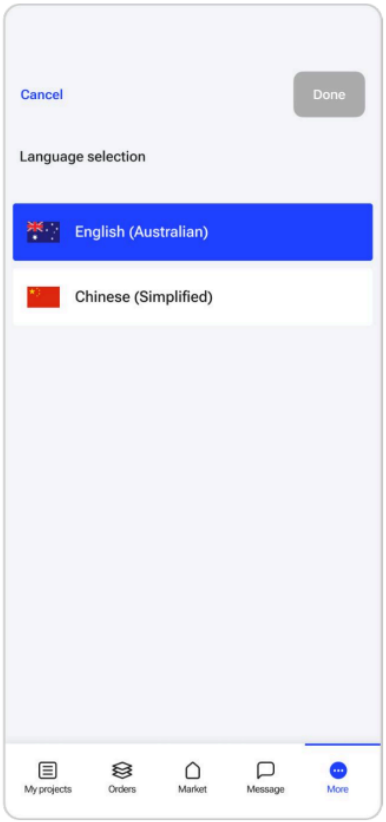
Account
june.lui@yephome.com.au

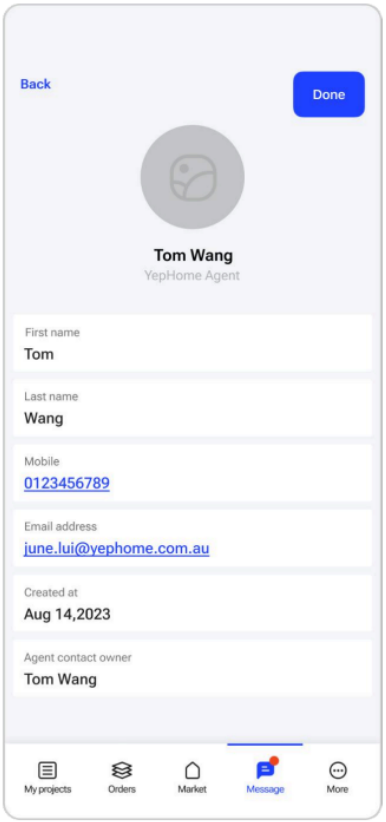
Company
Yephome

Password successfully updated 💪

My projects | Orders | Market | Message | More

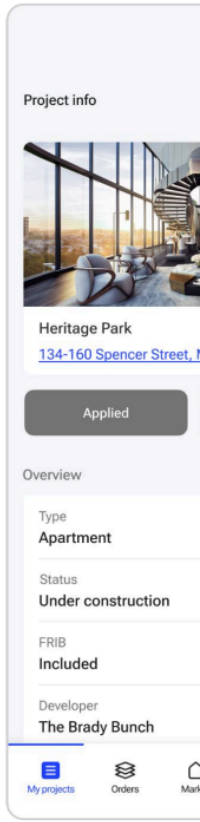

Price
Bed
ON THE MARKET
8 Alfred St, Sebastopol
134-160 Spencer
Melbourne, Vi...
1-3
1-3
1-3
from $652,000
connection.

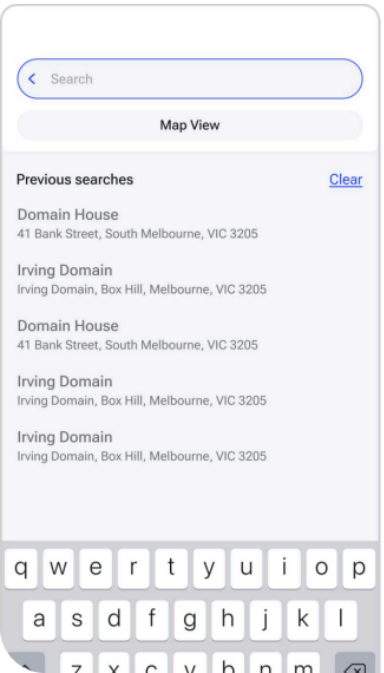

Cancel
Done
Language selection
English (Australian)
Chinese (Simplified)
My projects
Orders
Market
Message
More

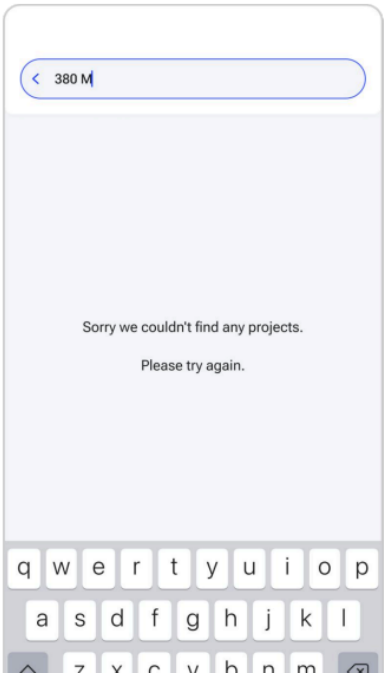

Back
Done
Tom Wang
YepHome Agent
First name
Tom
Last name
Wang
Mobile
0123456789
Email address
june.lui@yephome.com.au
Created at
Aug 14,2023
Agent contact owner
Tom Wang
My projects
Orders
Market
Message
More

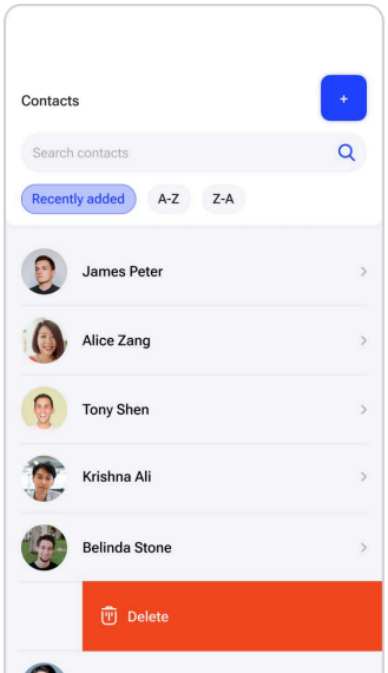
2/12
8 Alfred St, Sebastopol
134-160 Spencer Street, Melbourne, VIC 3000
1-3
1-3
1-3

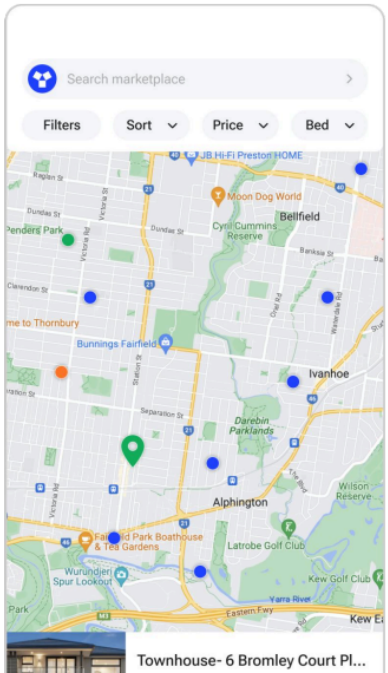
Apply to hold
Search property/ lot
U12 2 2 1 Hold
U15 2 1 1 Reserved
U16 2 1 1 Sold
U17 3 2 2
U20 2 1 1 Hold
U22 2 1 1 Sold
U23 2 1 1 Sold
My projects
Orders
Market
Message
More

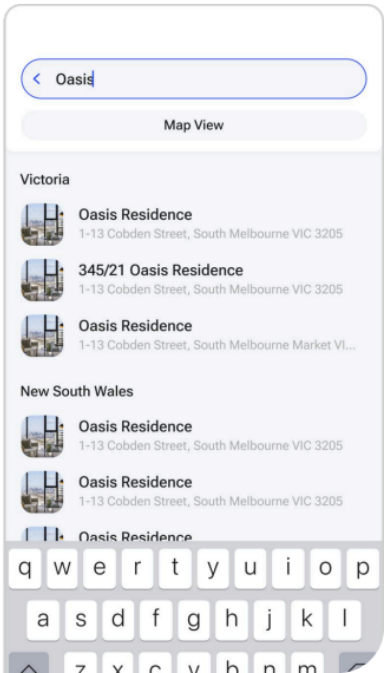

Project info
Heritage Park
134-160 Spencer Street,
Applied
Overview
Type
Apartment
Status
Under construction
FRIB
Included
Developer
The Brady Bunch
My projects
Orders


Search
Map View
Previous searches
Clear
Domain House
41 Bank Street, South Melbourne, VIC 3205
Irving Domain
Irving Domain, Box Hill, Melbourne, VIC 3205
Domain House
41 Bank Street, South Melbourne, VIC 3205
Irving Domain
Irving Domain, Box Hill, Melbourne, VIC 3205
Irving Domain
Irving Domain, Box Hill, Melbourne, VIC 3205


380 M
Sorry we couldn't find any projects.
Please try again.


Contacts
Search contacts
Recently added
A-Z
Z-A
James Peter
Alice Zang
Tony Shen
Krishna Ali
Belinda Stone
Delete


Search marketplace
Filters
Sort
Price
Bed
Bellfield
Ivanhoe
Alphington
Bunnings Fairfield
Latrobe Golf Club
Kew Golf Club
Townhouse- 6 Bromley Court Pl...


Oasis
Map View
Victoria
Oasis Residence
1-13 Cobden Street, South Melbourne VIC 3205
345/21 Oasis Residence
1-13 Cobden Street, South Melbourne VIC 3205
Oasis Residence
1-13 Cobden Street, South Melbourne Market Vi...
New South Wales
Oasis Residence
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