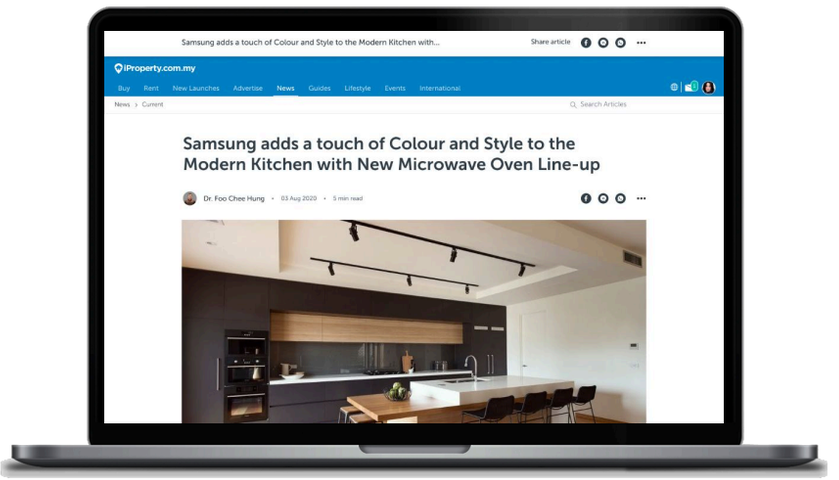
Content Revamp



The newly redesigned content page.

Background :

After extensive research and better understanding of our user needs, we have revamped the article page in 2 months.

Business goal :

Reduce bounce rate and increase time consumption on our platform

Timeline :

Within 6 months, targeting launching for both brands.

Success metrics :

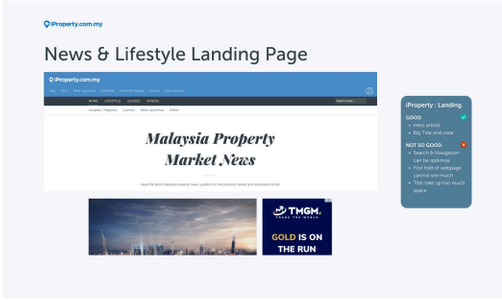
- Content survey result, above 4.0
- Scroll depth more than 70% of content
- Social shares click rate ~2% (currently 1%)

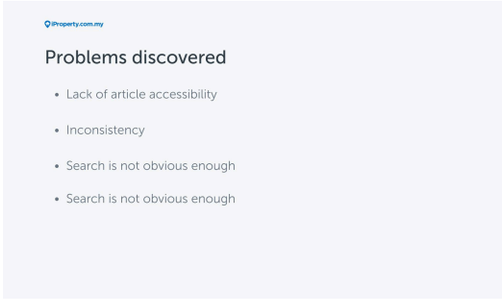
Problem :

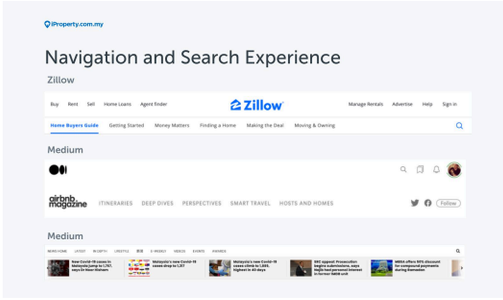
Bounce off rate is high on our article content page. People left after they finished an article.

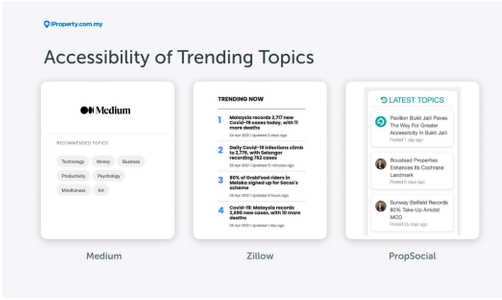
How it currently looks like

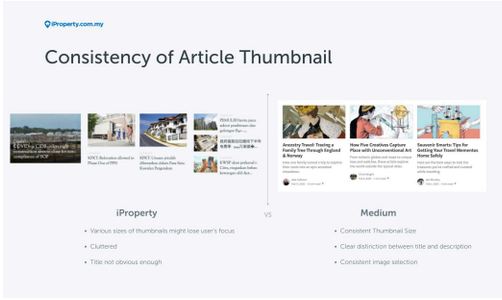
Competitor analysis



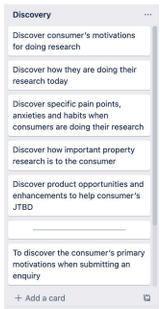








UX research



Research :

We want to understand consumer's property research journey and their jobs-to-be-done (JTBD).
We prepare all the questionaire from exploratory questions to their searching experience.

Opportunity :

We observed that because once they got what the information they want, they will leave. Also, that is because they do not know what they can still read on. Thus, if we can recommend them with relevant and showing them more features perhaps they will stay longer.

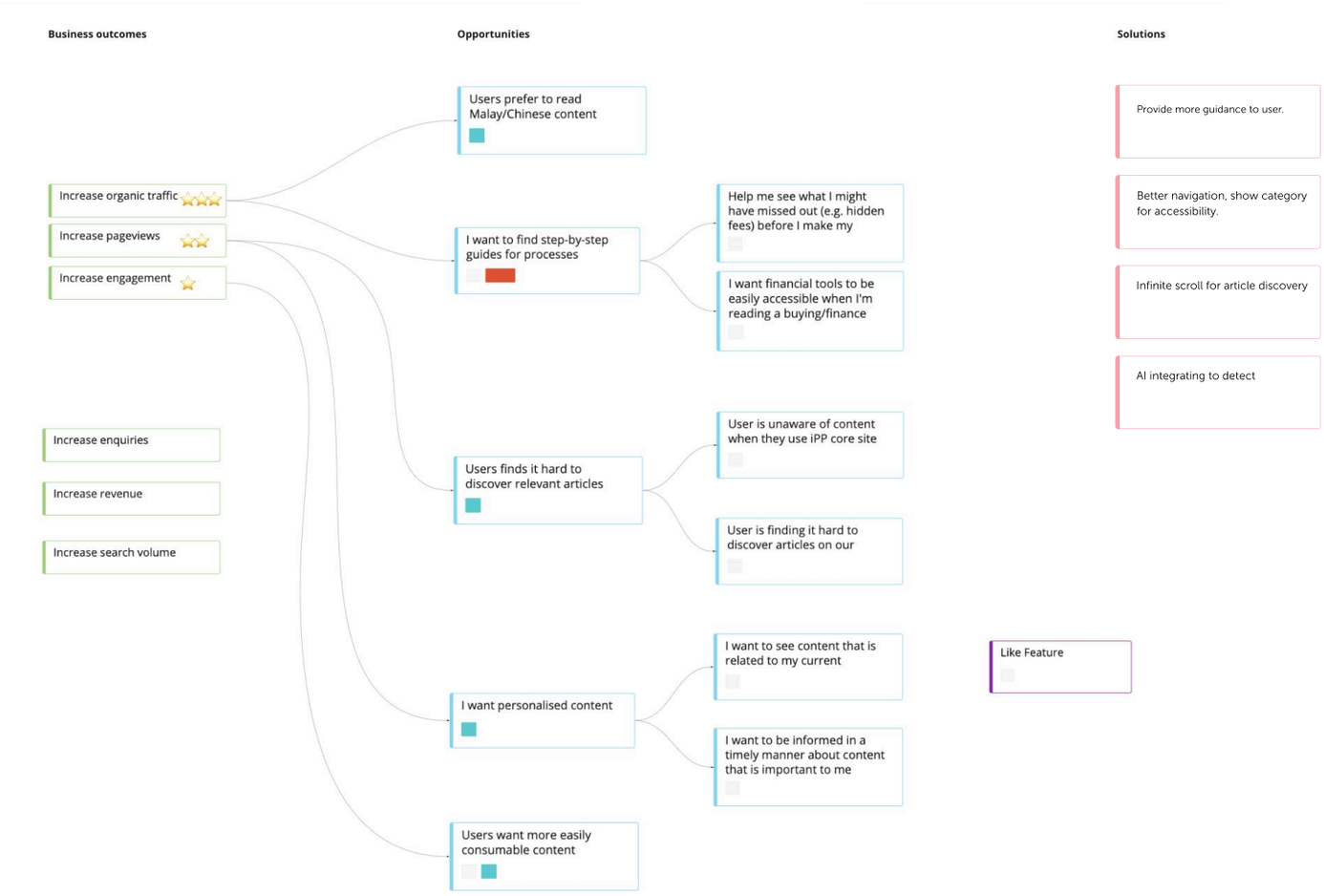
Insights from data :

Almost all of the users will search article from Google.

Research findings :

- Lacks of rich content
- Don't know how to find for the right article
- No clear categorization of article content topics
- Content or features not sync on both web and app
- Look through Lowyat forum and Propcafe to get insights and reviews
- Don't have a structure way to get all the information in different stage such as new home buyer, rental home owner, etc.

Opportunity Solution Tree (OST)



Take aways

1. Users need a better navigation to look for the right content.

2. They would prefer personalised content that is relevant to them.

3. Users want to find step-by-step guide for property buying processes.

Success criteria

Our redesign need to answer these 3 key questions :

1. How to am I able to find for the right content?

2. How to make them continue reading the article and scroll for more?

3. How to get more people engaged and drive higher traffic?

Brainstorm and Ideation

I invited my team members to brainstorms solutions together based on the Opportunity Solution Tree (OST) and develop a few ideas.

Wireframing and Prototyping

Based on solutions I have, I proceed to create wireframe and build prototype. I facilitated design reviews sessions with stakeholders to gather feedbacks and do iterations.

Article page revamp

Improved navigation header

- reduce menu layering for quicker reach to main content
- more exposure for hidden contents

Simple yet functional Author byline

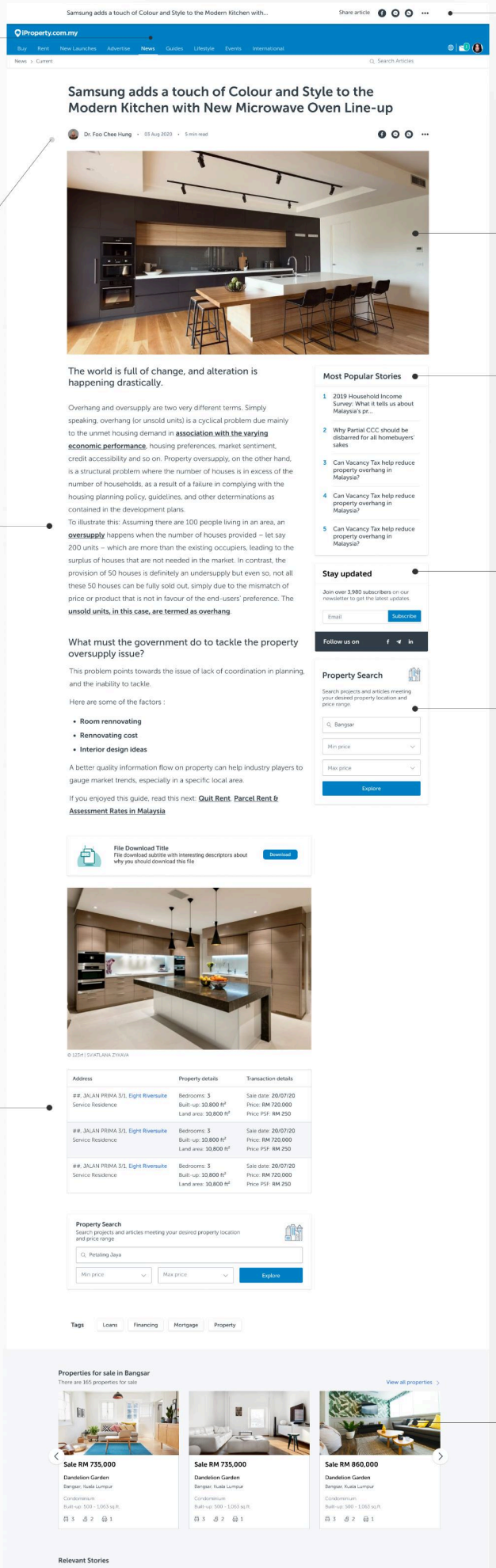
- added suggested reading time
- dedicated author profile in the future
- consolidate social media for scalable
- monochrome color to reduce distraction

Improved Typography

- Increase from 16pt to 21pt
- Increase legibility and reduce reading fatigue

Responsive table design

- Scalable for web and mobile
- reduce backend handling issues



Introducing Sticky header (Web and mobile)

- Convenience to share article at any point as they read through the article
- Article title is added
- success metric : increase in article shares and views

Full size hero image

Introduce most popular stories

- showing 5 most views' stories to spikes reader interest to continue their reading journey
- stay updated with latest news within the community

Multi-functional

- Email subscriptions for marketing's leads
- CTA to encourage more follower

Property Search Widget

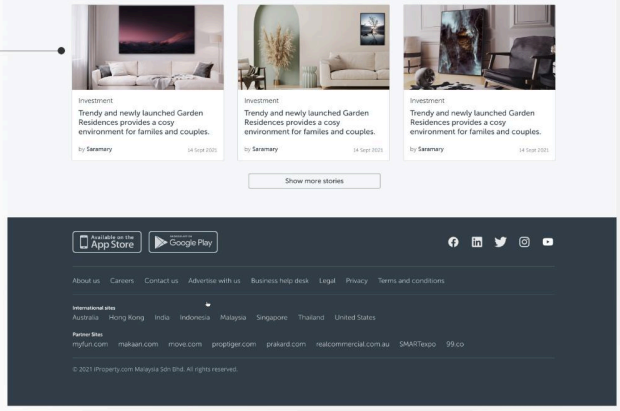
- Useful feature for user to look for property anytime they want
- Increase traffic to Search result page

Data driven property listing

- Property suggested will be depending the keyword detected in the article to browse for relevancy
- Increase search result page traffic
- Leads generation

Improve relevant stories UI

- Bigger image, clearer article title, added article tagging
- Author and date are added too
- suggesting 3 by 3 lazy loading for better browsing experience and increase in article exposure



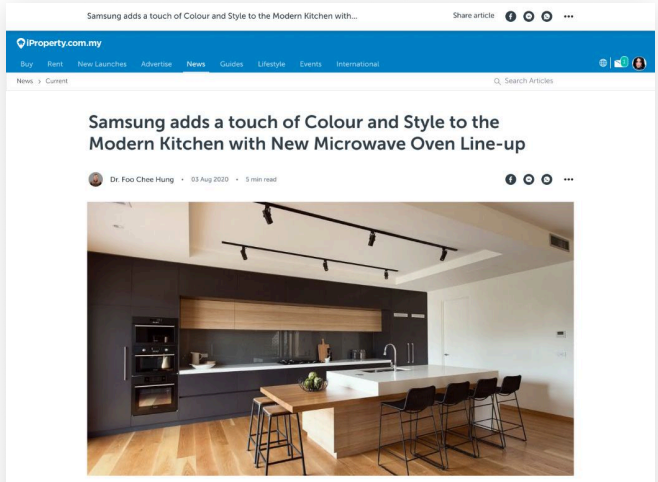
Now the revamp design is completed.

Continue to create what's next

Design comparisons

Current

Redesign



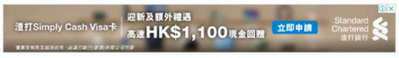
If you're planning on doing a kitchen makeover yourself, the first ingredient you need is imagination. After that, it's all about confidence. Anything is possible with DIY – behold this '70s-style kitchen in Melbourne. It was renovated a total of three times by a team of people varying in skillsets and trade qualifications. The cost of the kitchen renos ranged from under AUD1,500 at the most affordable end to under AUD16,000 for the most expensive.

Here are the results...

BEFORE

Why stop at green-patterned floor tiles? You've simply gotta match it with some green laminate joinery, and don't forget the yellow pine. At least that's how it probably went down in the '70s. The questionable colour scheme is not the only thing holding this kitchen back. Even a simple flaw like the positioning of the laminate table, closing off the space, makes the kitchen feel small and cramped.

AFTER



1. French Industrial

Pendant lights, thick timber benchtops and an island bench to centralise the space have made this chic French Industrial kitchen look come together. Bunnings design consultant Leanne Watson says the industrial elements, such as solid timber benchtops, exposed galvanised pipe, suspended bulbs and rustic flooring, provide the raw features typical of an industrial space. The addition of a printed brick splashback, profiled cabinet doors and black hardware bring a French flair to the kitchen.

"The fusion of French provincial and industrial elements create a kitchen with a point of difference," Leanne says. "The use of a printed brick splashback is a simple and effective DIY solution that fuses the two styles together."

An elevated ceiling and island bench opens up the space.

Materials used in this project:

- Assorted Kaboodle kitchen cabinetry (Antique White/Alpine)
- Marquee Antique Pull Handle 128mm Matt Black Pk of 4
- Kaboodle Modular European Oak Benchtop 2250mm x 900mm
- Bellessi Printed Splashback

2. Monochrome

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INTERIOR DESIGN LIFESTYLE 2017 INTERIOR DESIGN LIFESTYLE

dyson

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The world is full of change, and alteration is happening drastically.

Overhang and oversupply are two very different terms. Simply speaking, overhang (or unsold units) is a cyclical problem due mainly to the unmet housing demand in **association with the varying economic performance**, housing preferences, market sentiment, credit accessibility and so on. Property oversupply, on the other hand, is a structural problem where the number of houses is in excess of the number of households, as a result of a failure in complying with the housing planning policy, guidelines, and other determinations as contained in the development plans.

To illustrate this: Assuming there are 100 people living in an area, an **oversupply** happens when the number of houses provided – let say 200 units – which are more than the existing occupiers, leading to the surplus of houses that are not needed in the market. In contrast, the provision of 50 houses is definitely an undersupply but even so, not all these 50 houses can be fully sold out, simply due to the mismatch of price or product that is not in favour of the end-users' preference. The **unsold units, in this case, are termed as overhang**.

What must the government do to tackle the property oversupply issue?

This problem points towards the issue of lack of coordination in planning, and the inability to tackle.

Here are some of the factors :

- **Room rennovating**
- **Rennovating cost**
- **Interior design ideas**

A better quality information flow on property can help industry players to gauge market trends, especially in a specific local area.

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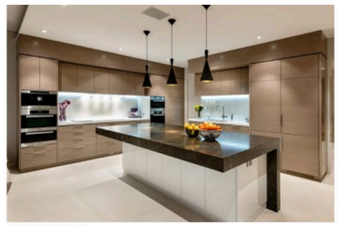

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Address	Property details	Transaction details
##, JALAN PRIMA 3/1, Eight Riversuite Service Residence	Bedrooms: 3 Built-up: 10,800 ft² Land area: 10,800 ft²	Sale date: 20/07/20 Price: RM 720,000 Price PSF: RM 250
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Built-up: 500 - 1,063 sq.ft.
3 2 1

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Bangsar, Kuala Lumpur
Condominium
Built-up: 500 - 1,063 sq.ft.
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Built-up: 500 - 1,063 sq.ft.
3 2 1

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