

# Transformative Product Design for Real Estate Marketing in Australia

Printforce

Product Design · Australia

🕒 8 months

# Overview

Collaborated in overseeing an extensive product design process for a real estate marketing management platform. Developed a high-fidelity operational prototype covering user-specific workflows to micro-interactions. Established and maintained positive professional connections with the national head of design and regional managers, ensuring a smooth delivery process.

- ⚡ Field research & Product Research
- ⚡ End to End Product Design & Prototyping
- ⚡ Design System & Agile Sprints
- ⚡ Metric Based User Testing & Evaluation



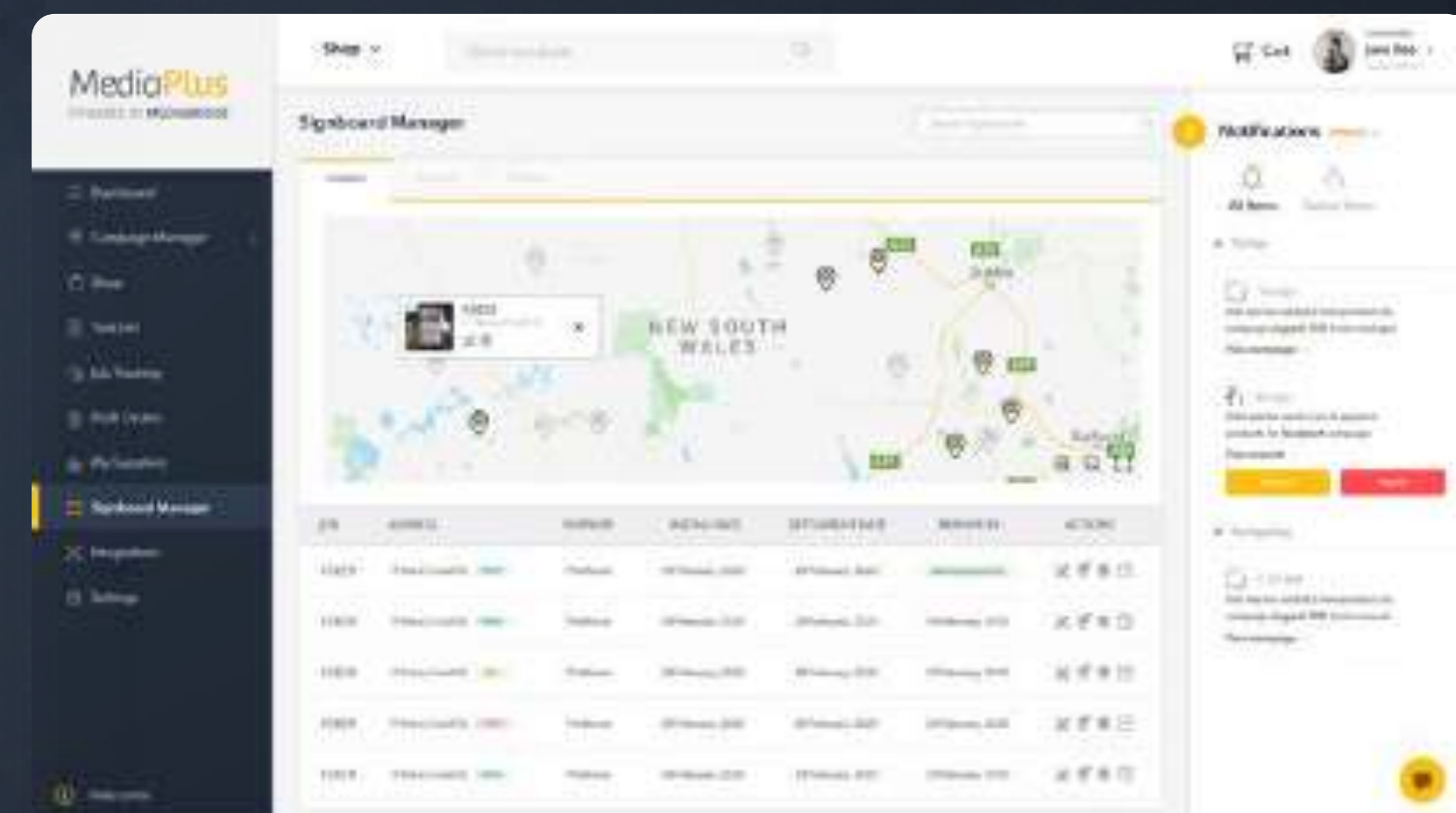
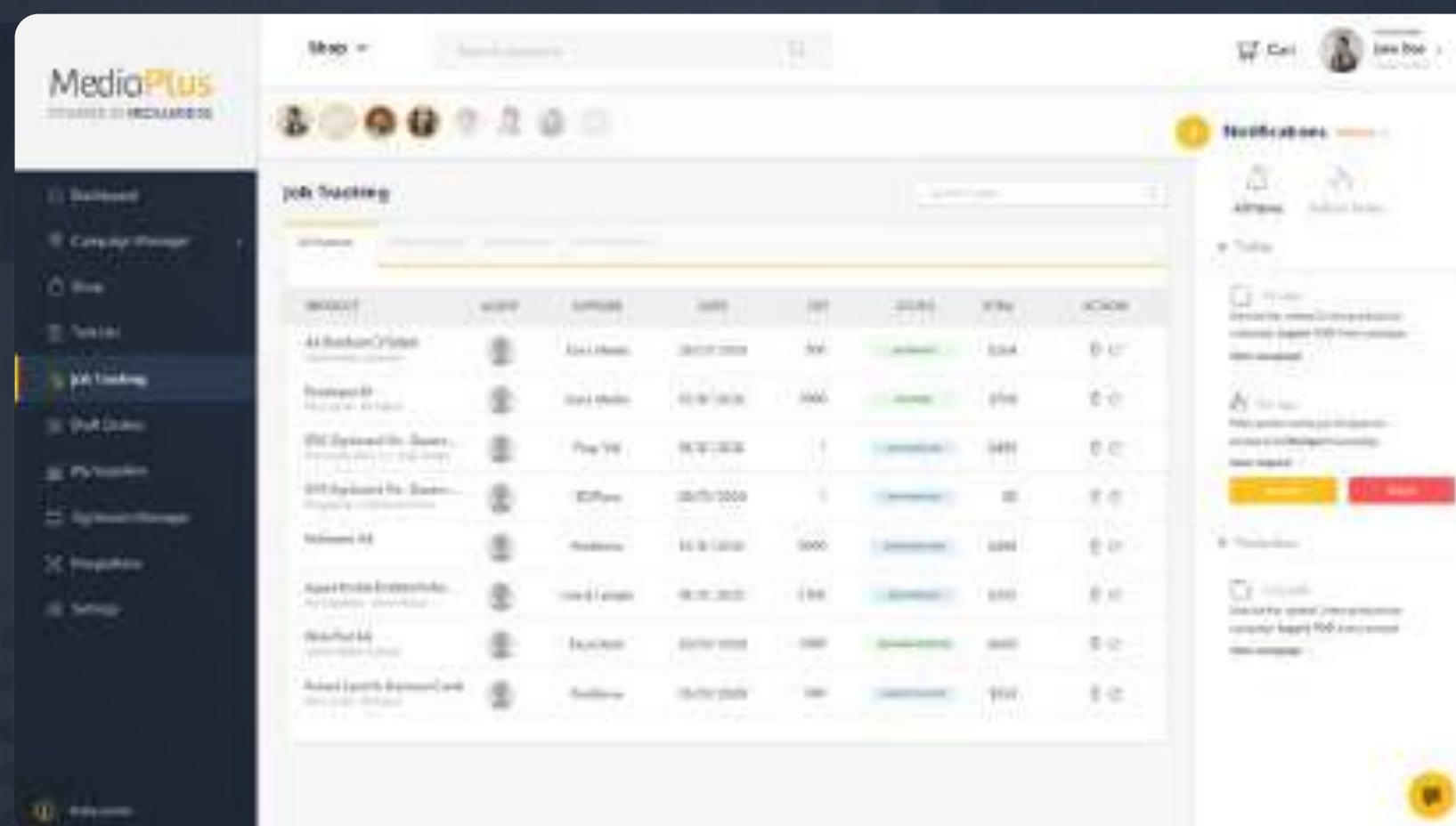
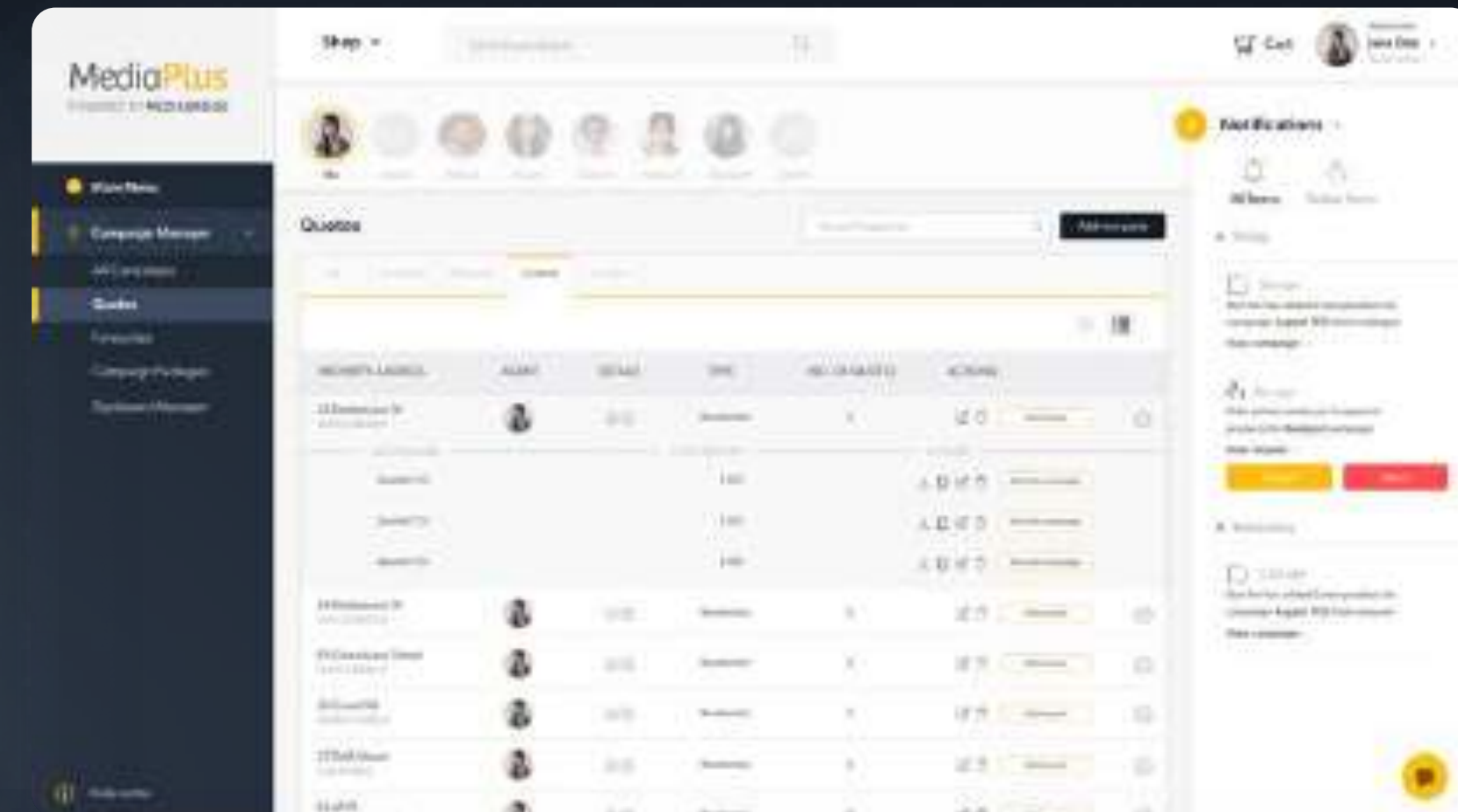
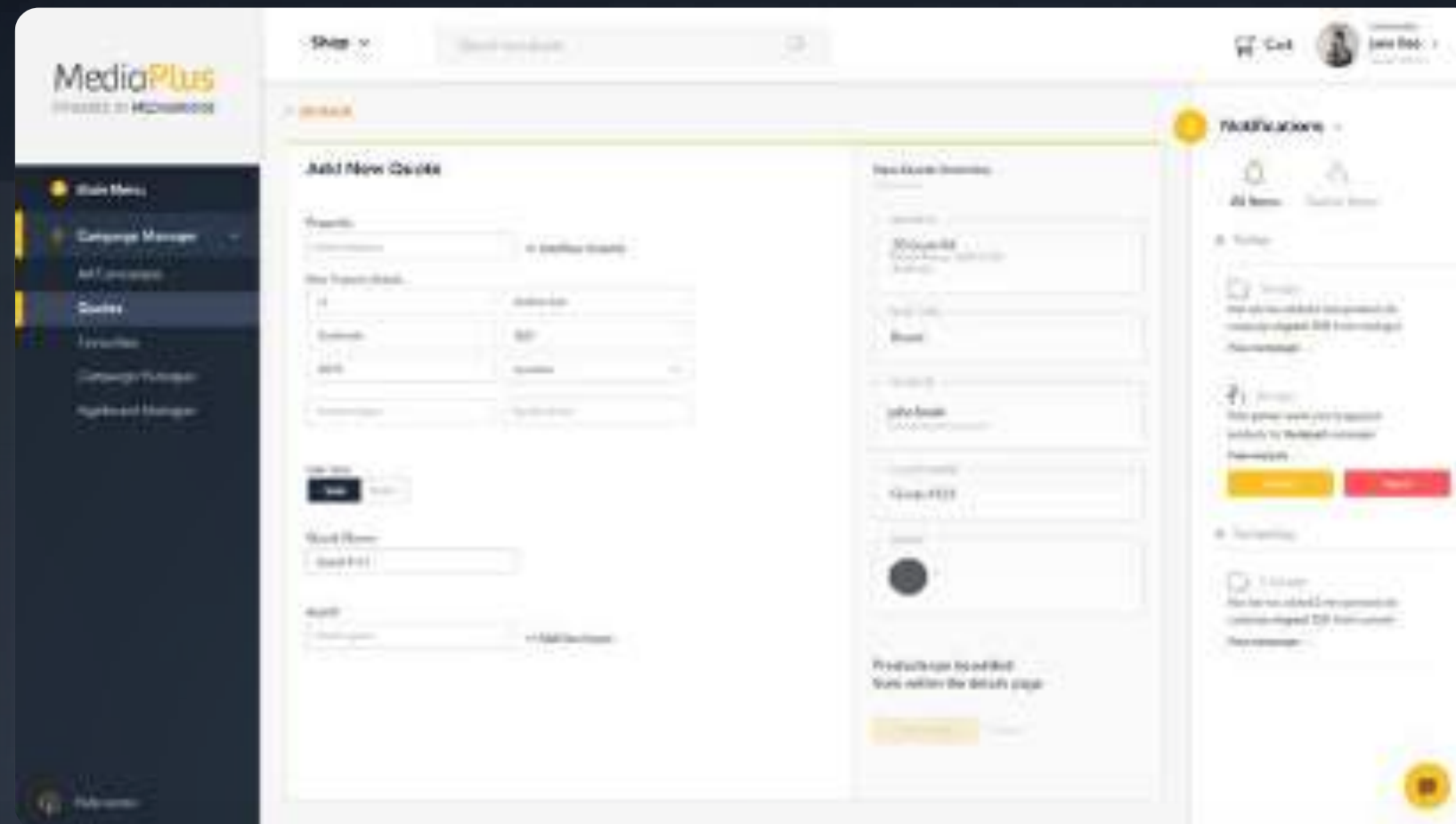




~ 200+ Screens

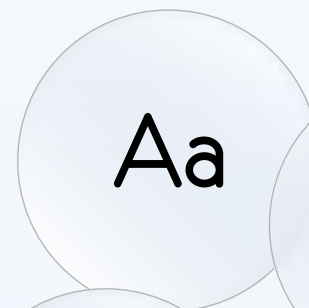
~ Component micro-interactions

~ Full-fledge prototype

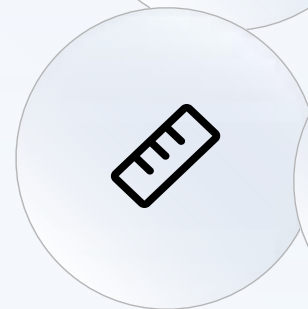


## Subatoms

### Fonts



### Colors



### Spacing

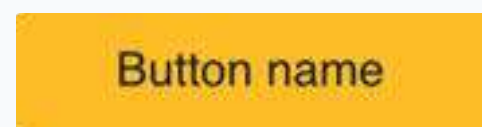


### Shapes

## Atoms



- This is a checkbox
- This is a checkbox



## Molecules



3m ago

Stan lee has added 2 new products to campaign Asgard TOD from catalogue  
[View campaign →](#)

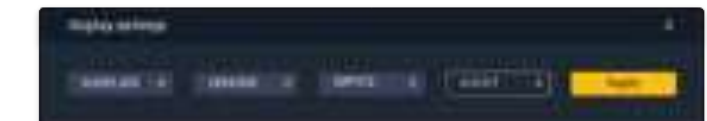
### PAYMENT

MasterCard ending with \*\* 4279

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## Organisms



# Key Pointers

- Translated complex business requirements into user-centered design goals for the real estate marketing domain.
- Maintained consistency in an ever-expanding visual system library, crafting an all comprehensive design system
- Innovatively addressed industry-specific challenges, finding practical and usable solutions that enhanced the platform's functionality within the real estate marketing context.
- Demonstrated empathy for users preferring traditional solutions, introducing novel interactions without compromising overall usability.



# Involvement



## RESEARCH

- Requirement Gathering
- Stakeholder Meetings
- Demos & Presentation
- Market Analysis
- Onsite Research
- Stakeholder Interviews
- Competitor Analysis
- User Interviews

## DEVELOP

- User Personas
- Customer Journey Mapping
- Task Flow Definition
- Information Architecture
- Wireframing & Design
- HiFi Prototyping
- Motion Design

## LAUNCH

- Full-Fledged Metric-Based User Testing
- KPI based evaluation
- Design Sprints
- Scrum & Agile Planning
- Developer Handoff


# Tools used



 **Adobe XD**  
Collaborative Design

 **JIRA**  
Project Management

 **Adobe Suite**  
Visual & Motion Design

 **Confluence**  
User stories & tracking