



MORE SEARCH OPTIONS IMPROVE THE HOME BUYING EXPERIENCE

A redesign of its house listing website helps the Canadian Real Estate Association match homebuyers with the house of their dreams.

CLIENT Canadian Real Estate Association LOCATION Ottawa, ON WEBSITE www.realtor.ca INDUSTRY Consumer Products

SERVICES RENDERED



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Information Design
Interaction Design
Visual Design



TESTING

Usability Testing
Design Recommendations



CONSTRUCTION

Style Guide

CHALLENGE

The Canadian Real Estate Association (CREA) works closely with its REALTORS® to give buyers the best experience possible. CREA’s member listing services (MLS®) website was developed to help buyers search and compare houses before visiting in person. A few years old, the website needed an update to accommodate the needs of the growing and competitive housing market.

APPROACH

To help homebuyers narrow their search, Akendi developed new parameters and redesigned the toolbar to accommodate more specific criteria, such as property type, price range, bedrooms, listing history and more. The map function and sidebar listings were redesigned to make it easier for buyers to search property types, and new icon sets were designed to help buyers quickly assess the suitability of a property. Akendi also helped integrate commercial listings into the site to meet the needs of commercial REALTORS® and buyers.

IMPACT

Finding the right house in the right neighbourhood is now faster and easier with the updated website. Buyers can narrow their search, easily compare past searches and save preferred listings. CREA’s revamped MLS® website is improving the real estate experience for sellers, buyers and REALTORS® alike by putting the dreams of the homeowner first.

“COLLABORATING WITH THE AKENDI TEAM HAS BEEN A HIGHLIGHT. THEY WERE VERY KNOWLEDGEABLE AND DELIVERED INTERESTING DESIGN OPTIONS, TAKING INTO CONSIDERATION THE OVERALL JOURNEY FOR OUR USERS, ALL WITHIN TIME AND BUDGET RESTRAINTS.”

Marc Lafrance VICE PRESIDENT, PRODUCT & SERVICES