

JOHN
ASSISTANT

GIALANELLA
PROFESSOR

OF
print production

2020

480 bfa seminar
PROJECTS

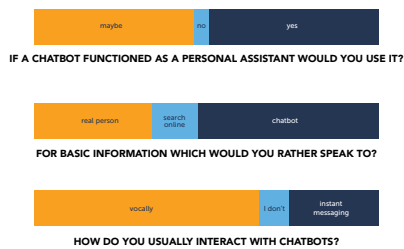
Research - User Journey

REDFIN - USER JOURNEY

Ulysses Carter
2019 Research

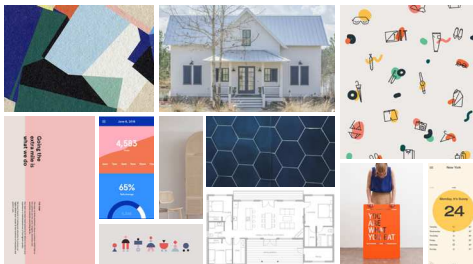


Research - Survey



Design 480

Creation - Moodboard



Design 480

Creation - Lo-Fi Testing



LO-FI TESTING FINDINGS

Most painpoints found through testing were minor copy edits in order to clarify specific sections of the onboarding process. Overall the layout and progression of information was found to be very clear and easy to understand.

Design 480

Creation - The Chatbot



GEORGIA

Georgia is the buyers home Mentor. She will serve as an educational assistant doing her best to answer all questions and guiding first time buyers through the process as seamlessly as possible. Her design is a reflection of the window in the Homelight logo.

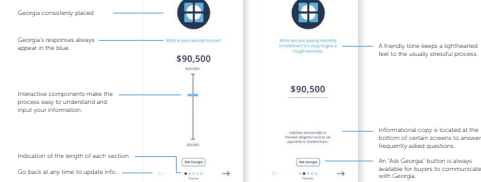
Design 480

Winner 2020



Final Product - Features

FEATURES



Design 480

Winner 2020

