THE IMPORTANCE OF USER INTERFACE DESIGN IN REAL ESTATE PLATFORMS

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ABSTRACT
User Interface (UI) design is a key factor in the success of digital platforms, particularly in the real estate sector, where market competitiveness and complexity demand an efficient and intuitive user experience. UI not only facilitates navigation but also influences how users interact with the platform, filter preferences, view properties, and make transactions. A simple and functional design, combined with a logical organization of information, is crucial for smooth, frustration-free navigation. Elements like clear menus, accessibility, and efficiency in property searches are essential for user retention and building trust. Moreover, interactive features such as virtual tours and high-quality videos enhance the user experience and assist in making more informed decisions, especially in a sector with significant financial implications like real estate. Research studies, such as those by Manko (2021) and Kandil et al. (2021), highlight the importance of creating an intuitive and efficient experience to attract and retain users, which becomes increasingly relevant with technological advancements. Yuan et al. (2013) suggest that personalized recommendation systems based on user behavior are an effective solution to optimize searches and increase customer satisfaction. Continuously adapting to users' preferences, using online review data, is vital for improving the platform and strengthening its competitiveness. In a saturated digital market, investing in intuitive design and interactive features is not just an aesthetic concern, but a vital strategy for the success of real estate platforms.

Keywords: User Interface Design (UI). Real Estate Platform. User Experience (UX). Emerging Technology. Personalized Recommendation.

INTRODUCTION

The user interface (UI) plays a crucial role in real estate applications, being one of the determining factors for the success or failure of a platform. In an increasingly competitive market, where options are plentiful and the user journey needs to be optimized, an intuitive design becomes essential. The interface not only facilitates navigation but also directly influences how customers filter their preferences, view properties, and complete transactions, directly impacting overall satisfaction and trust in the platform. A simple and functional design forms the foundation of a good interface. Real estate applications with complex and difficult-to-navigate interfaces can frustrate users, causing them to abandon the research or purchase process. On the other hand, a clean and straightforward interface with clear and well-structured menus allows customers to quickly find what they are looking for without unnecessary steps or distractions. Organizing information in a logical and hierarchical way aids understanding, helping the user focus on what truly matters and providing a smoother navigation experience.

Figure 1: UI Design Phases.
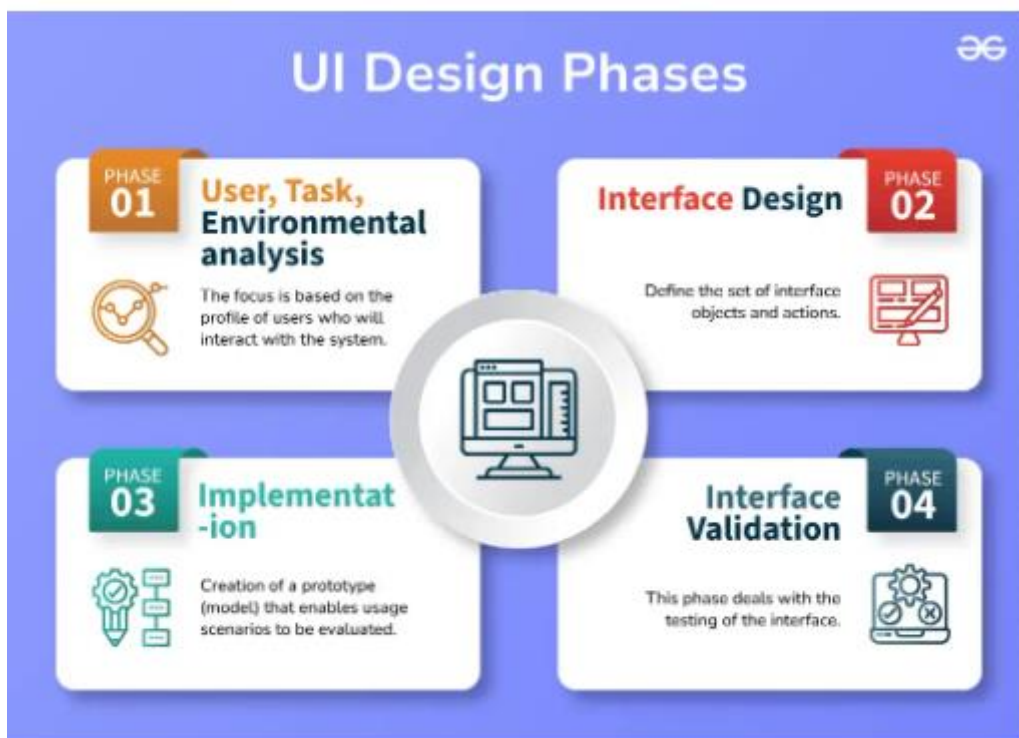
Source: Software Engineering.

Furthermore, the functionality of filters and search tools is one of the most important aspects of real estate applications. An intuitive design allows users to apply filters simply and efficiently, refining their searches by location, price, size, number of rooms, and other preferences. The use of sliders, checkboxes, and dropdown menus makes this task easier, reducing search time and making the process more agile. This is crucial in a market where decisions need to be made quickly, allowing the user to find the ideal property without frustration. The app's navigation should be clear and consistent, ensuring users know where they are and how to proceed to the next step. Essential features such as property search, financing simulation, and contact with the agent should always be accessible and strategically placed, avoiding confusion or wasted time. This increases customer trust in the platform and reduces anxiety during the search, providing a more relaxed experience.

Another key aspect of effective design is interactivity and immersive visualization. Tools such as 360-degree virtual tours, high-quality videos, and detailed images allow customers to deeply explore properties without leaving home. An intuitive design makes these features easily accessible, providing a richer experience and helping users make more informed decisions. Studies like Manko's (2021) emphasize the importance of creating an intuitive and efficient user experience, especially in the real estate sector. The author highlights that users seek websites that are both informative and easy to navigate, providing an ultra-efficient search experience. A practical example of this is Zillow.com, a highly successful real estate portal, which exemplifies fundamental website design principles such as user knowledge, ease of navigation, content adjustment, and fit within the digital marketplace.

Moreover, Yuan et al.'s (2013) research demonstrates that while the Internet is an increasingly popular platform for real estate transactions, the use of property search sites often does not benefit homebuyers efficiently, resulting in wasted time and energy. To address these inefficiencies, the authors developed an online search program based on an analysis of search behaviors, implementing a user-oriented recommendation system. The study showed the effectiveness of this system in a user test, validating their findings and emphasizing the importance of consumer-oriented design.

Kandil, Al-Jumaah, and Doush's (2021) research highlights the critical role of intuitive interface design in mobile applications, especially when incorporating new technologies such as Augmented Reality (AR). The study involved evaluating user

experience in a 3D AR-based furniture arrangement mobile application, using metrics like the System Usability Scale (SUS) and the Handheld Augmented Reality Usability Scale (HARUS). The findings helped refine the user interface, offering valuable insights to enhance the experience across a variety of AR applications. Similarly, Yang et al. (2019) proposed a conceptual model to identify key user experience (UX) factors, using data from online reviews to improve product design and business strategies. This model demonstrated the potential to automate the discovery of valuable UX data, facilitating strategic planning and product design.

These studies demonstrate the importance of adopting a structured and proactive approach to user interface design, whether in real estate platforms or other digital sectors, reinforcing the idea that an intuitive, user-centered design is essential for the success of digital products.

In conclusion, user interface (UI) design is a decisive factor in the success of digital platforms, especially in real estate applications, where market competitiveness and complexity demand an efficient, intuitive, and customer-centric user experience. The interface not only facilitates navigation but also plays a vital role in how users interact with the platform, filter their preferences, view properties, and make transactions. As evidenced by the studies mentioned, a simple and functional design, combined with logical and hierarchical information organization, is crucial to ensure a smooth, frustration-free browsing experience. Clarity in menus, accessibility of features, and efficiency in searching and filtering properties are essential elements for user retention and building trust in the platform.

Furthermore, the integration of interactive features, such as virtual tours, high-quality videos, and detailed images, provides an immersive experience that not only enriches the user's journey but also facilitates more informed decision-making, which is particularly important in such a complex sector with high financial implications like the real estate market. Studies such as Manko (2021) and Kandil et al. (2021) demonstrate that creating an intuitive and efficient user experience is key to attracting and retaining users, becoming an increasing necessity with the advancement of technology and growing consumer expectations regarding the functionality of digital platforms.

Yuan et al.'s (2013) research reinforces the idea that despite the advantages of the internet as a platform for real estate transactions, many websites still fail to effectively meet users' needs, resulting in wasted time and energy. The implementation

of personalized, behavior-based recommendation systems, as proposed by Yuan et al., is an effective solution to optimize the search experience and ensure that consumers find properties that best meet their needs. This personalized approach, combined with intuitive design, reduces user frustration and increases platform efficiency, directly impacting customer satisfaction and loyalty.

Moreover, studies such as Yang et al. (2019) and others related to user experience (UX) data analysis demonstrate the importance of continuously adapting to users' preferences and behaviors, using tools like online review feedback to refine the platform's design and features. The ability to adapt the interface to user expectations not only improves the browsing experience but also strengthens the platform's competitiveness in the digital market.

In an increasingly dynamic and connected world, real estate apps cannot afford to fail in providing a smooth and efficient user experience. Intuitive interface design, combined with emerging technologies like Augmented Reality (AR) and intelligent recommendation systems, are key steps in developing successful real estate platforms. Kandil et al.'s (2021) study on AR usage exemplifies how new technologies can transform how users interact with real estate products, creating a richer and more engaging experience. Research on the importance of personalization and automation in interface design also highlights how user data can be used to refine the experience, effectively meeting their needs.

Finally, creating consumer-centered user interfaces is not just a matter of aesthetics but a business strategy. Platforms that offer an intuitive and personalized user experience not only gain customers' trust but also stand out in a saturated digital market, where competitiveness is fierce and consumer expectations for a frictionless experience are ever-increasing. In short, UI design is one of the essential pillars for the success of digital platforms, being especially critical in real estate applications, where the customer experience can be determinant in making such an important and impactful transaction in an individual's life. Therefore, investing in intuitive, functional, and interactive design is a fundamental strategy for creating successful and enduring real estate platforms in the market.

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