

Robert Chatterson  
John Nein

Mary is a single mother of two children living in a neighborhood that is falling apart. She does not feel that the local children are a good influence on her own kids and wants to move to a new neighborhood. Mary does not make a lot of money, her income is about 25000 dollars a year; this restricts her choices of property and neighborhoods. Mary goes to Zillow.com to browse what's currently available in the market with a few ideas about what she is looking for. She is looking for a decent neighborhood that is close to a school, and a moderately priced house with 3 bedrooms, preferably. She enters her preferences into the search feature and browses around on the map looking, making note of houses that appear to be within a decent price range. After picking the houses she wants to look at, she opens each one in turn in a different tab. The first house she looks at appears to be in a state of disrepair based on the pictures, so she discards it immediately. The second house she looks at appears to look decent and the estimated monthly payment is in a good range for her. She decides to look at some of the other information available on the page. She looks at the location finder to see what's nearby. The schools are close enough for her liking, and everything appears to match her criteria. She looks around a little more at the location finder and realizes that the grocery stores and shopping centers are actually quite far away - perhaps too far away. She does not want to drive everywhere because gas is getting so expensive these days, and she would prefer to do any daily or weekly shopping via bike or bus. She sighs in resignation as she discards the house from her list of possibilities due to a previously unforeseen criteria and continues to look through the rest of the possible houses she picked out. She eventually found another house that matched all her listed criteria and looked good in terms of distance from shopping areas. She contacted the person listed.

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Will Brady & Myles M. David II

Media -internet website (real estate searching website)  
Content - house content (mortgage, rent, bed, baths, local area content)  
Production - zillow (programmers, realtors)  
Consumption - Home Buyers, Realtors, Home Sellers

Michael Johnson, a father of 6 recently lost his job at Lockheed Martin because of the financial crisis affecting the United States at the present time. He decides to move to a cheaper community to offset his job loss. He goes on zillow.com to evaluate the price of his home and local homes in his area to determine an appropriate selling price. He notices that his house is selling at \$40,000 less than his neighbors house so he raises the asking price to \$350,000. He also notices that some of his housing information (rooms) is incorrect so he signs up for

zillow.com and edits his housing information. Lastly he posts his house for sale while crying silently to himself and remembering his children's childhood memories.

Michael then takes a look back at the county to look for cheaper home for sale so his 6 children can go to the same school. After browsing for 42 minutes he finds the perfect house \$100,000 dollars cheaper than his current house. 742 Evergreen Terrace was within walking distance of his children's school, had 5 bedrooms (perfect amount for the family) and big back yard. After his overwhelming joy of finding the perfect house he contacts the local realtor to request a quote.

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Neal Schneier  
Zach Highman

"Welcome to zillow! I see that you are currently looking for a new home. Let us take a look at the map in your area." The user enters in the zip code for the desired location and zillow.com presents the map around that area.

"Click a dot on the map to view details about that home. If you see something you'd like more details click the Details link." The user browses a few homes, changing the map view to look at a wider area. An ideal home is selected and the small hover box shows more details. The user is interested in this home and clicks the details link.

"Welcome to the details page. From here you can view features of the home, pricing figures and facts about the neighborhood and surrounding area." The user is not satisfied with the amount of bathrooms in the home and returns to the map view. After repeating this process a few more times, the user finally lands on a home they'd like to look at. The user clicks the email button to find out further information about the price and status of the home.

After a few days the user receives information from the realtor and purchases the home. Being satisfied with the zillow experience, the user decides to post his home for sale on the site, to expedite the process of selling the home.

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Lee Hunter and Chris Usher

#### Deconstruction:

Affordances:

Top right links: used to manage personal information (register, sign in)

Left hand section: used to search for properties.

Right hand section: used to get information about financing.

Affect:

Soft colors and rounded corners: comforting.

Genre:

Medium: website

Content: real estate listings and information

Production:

Info provided by real estate companies

Consumption:

Info viewed/used by buyers/sellers real estate agents

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### Narrative

So, this guy stopped by earlier to look for some information. He had just gotten a new job offer and was interested in moving his family to a new city. He's living in Staunton, VA right now and is looking to move to the Richmond VA area because he got a job at VCU. He would really like to live close to campus if it's at all possible. So he created an account with me and logged in and started looking at properties.

At first he just typed Richmond VA into my search bar and started browsing properties around the entire city. Pretty soon he panned to the VCU area and zoomed in to look at individual properties nearby.

He found several condos advertised but they were way out of his price range. He really seemed to get concerned that he was not going to be able to move to the area. So he used my "price filter" to limit the results to properties that he could afford and it turns out that he found a few properties that were really nice.

The last I heard from the guy he was asking me for contact information for one of the properties so that he could go to see it. Then a few weeks later I got a request to change the property's status to sold, so I guess it worked out for him. Awesome.

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Robert Kania and Ben Edwards

### **Deconstruction**

Specific House:

- Size <- Public records and user entered data
  - Beds
  - Bathrooms
  - Square feet
  - Lot size
  - Family size
  - Year built
- Rent and price estimate <- Zillow algorithm and user entered data
- Historical prices <- public record

- Maps of house <- Bing
  - Locations around schools <- Google
  - Locations of restaurants <- Google
- Listing <- Bancroft team

#### Area of San Diego

- Map of area <- Bing
  - Houses marked
- Sharing <- Email and facebook
- List of hoses by sorting <- listings

### **Narrative**

My wife and I have a growing family, and are looking to sell our home and move in to a larger home, since we're expecting to have two more children. We would like to stay in the same neighborhood, or at least within the same local area, because of our children's schools, our friends, and our jobs. Recently, we heard of a website that may help us in our search for the price of a new home and the value of our own.

I log on to Zillow.com, and first search for the value of my home. I enter my home address in to the search box, and instantly my property listing comes up. The Zillow estimate of my home is \$200,000. In order to begin searching for larger homes, I go to the map of my area and search by price range and number of bedrooms. We are looking for a 5 bedroom house, and we cannot spend more than \$700,000. After hitting search, I get a listing of 5 houses, all of which fit within our search parameters. I start by looking at the summary for each, proceeding then to look at the pictures of the properties uploaded by the sellers. Not every listing has pictures, so I look to new developments in my area that I've seen while traveling around town. Looking at all of these results, I start to compare each listing with my wife. We identified two ideal homes, one in my current neighborhood, and one in a nearby development. I contacted the buyer's agent for both of the homes as listed on their Zillow profiles. The agents had reviews which helped me decide who to contact.

After meeting with agents for each property we decided on a newer one, as it needed no further maintenance to fit our family's lifestyle. Within months, we had sold our home after uploading pictures to our house's listing, and purchased our ideal home with the help of the buyer's agent listed on Zillow.com.

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Charles Chao  
Marco Leung

John is a wealthy Virginian looking to buy a beach house for his impending retirement at the South Carolina area. He has heard about zillow.com from a colleague with some positive experience. His recommendation led him to do some exploring on the site to get a feel for his first beach house purchase. At the beginning, he has no particular bias about the site, and is genuinely

interested.

At first sight, the front page is simple and professional looking. He sees a mortgage chart and gets the impression that the site is built with customers' interests in mind. He notices that the top bar has a link to "Advice". He feels that Zillow provides a good forum for his fellow house hunters.

Next he dives into his desired area, Hilton Head Beach in South Carolina. The page that he was brought to has an abundance of information. The search bar was at the top of the page, being the center of attention of the site, implying that searching is the intended service. He also sees maps, trends, and other listings in the area, almost overwhelming him with information. However, since he knows of the area, he zooms into the map area onto the closest beach. The map now becomes his navigation tool. Coming to see the prices of the available houses, he clicked on one that will fit his budget.

The bright red icon brings him to the listing page, where more information is presented. He skimmed over the information, but as a amateur at shopping for expensive houses, he only looked at pictures and prices. He was more interested in the sidebar where realtors were listed. He noted that the webpage should put a bigger focus on the realtors.

Nonetheless, he clicked on one of the available realtors and brought up historical data about the realtor's transaction. With this information, he trusted the realtor immediately, and planned to make his phone call right away. Other than the overly available information on the webpage, he notes that there is a lack of reviews on the listings. A general user is more concerned with people's opinions more than just facts and figures, which is what the webpage was based on. However, he had a very easy time navigating and using the website.

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Jesse Jones  
Joseph Liversedge

### **Walk Score/Transit Score**

Linda Bernanke, a niece of Fed. Reserve Chairman Ben Bernanke, is a respectable advisor at the Fed who has been with the organization for 10 years now. She gave eerily accurate predictions on the 2008 recession before the crisis even occurred, and for her keen insight and creative proposals on how to help fix the current state of the economy, President Obama has requested that she be an advisor in the development and passing of his new Jobs bill which he hopes to pass in the fall. Because this job is very time sensitive, she must leave her Brooklyn apartment and be in DC in 2 weeks. However, Linda has a couple problems. She is vision and impaired, and she relies on a seeing eye dog to navigate public places. As a result she needs a location in the city, pet friendly, and is in walking distance of her office.

The frustration is starting to affect her job. She's supposed to move in two weeks and hasn't had any luck finding a place. Her vision problems prevent her from independently searching for a place to live in the D.C. area. Further, her requirements for a pet-friendly location that allows her to navigate the unfamiliar city isn't easy to find. While doing yet another search on real estate websites, she finds a link for Zillow.com advertising the Walk Score, which seems to be some measure of livability. This would be great, but she has been so frustrated by this housing search that she's not allowing herself to get excited that she might actually find someplace to call home. She clicks. She uses accessibility software that gives her a good idea of the forms on the page. She enters the zip code: 20009 and the fact that she's looking for a rental. Wow, a lot of listings! And, on the first page, she sees a few places that explicitly mention that her assistance animal is allowed. Drilling down into the best listing she sees, she sees the Walk Score. What is that? The number is 95. That seems high—the text says 'Walker's Paradise'. That's exactly what she wants! The long journey in finding a place could be over. Maybe this place is good—she contacts the landlord. Even if she doesn't live there, she has a plan and a way to evaluate places to live. The Walk Score, drawn from different sources, paid off in the life of one person where it really counted.

### Notes

What are you learning if you were building a competitor's site?

Information: Walk Score/Transit Score

Source: Google, Education.com, Open Street Map, and Localeze.

Use: Measuring how comfortable the area is to live.

In: Server

Form: Number

low-vision woman

can walk familiar areas—can't drive

coming from a familiar, populated environment

took a new job, looking for something similar to Brooklyn.

Federal Reserve in NY, in D.C for a year's appointment.

Need to find a place in two weeks.

Not familiar with area.

Neighborhood decent, lends ability to get around independently. (Can't drive.)

Seeing-eye dog, needs pet-friendly.

Zillow ad?

Sees 'pets OK'.

Drills-down, price good, good description, Walk Score is 95. 'Walker's paradise'!

What a relief!

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Sarah Hendon; Luke Marrs

Deconstruction of Zillow

Chosen piece: the page when viewing an actual house listing, specific address

First impressions - showcasing the house, focuses on reputable textual information, quick access to realtors and their contact information, midway focus on historical statistics and trends, bottom of webpage is maps, maps not useful unless you're really interested in the house or want to know more about the area.

Narrative:

The Marks family is interested in buying a home; they have already for the most part nailed down their search to the Kingsport, TN area. They are prepared to purchase a house if it is right; i.e. they are past the point of just browsing. They have looked at many houses within their price area, and they have stumbled upon one specific listing they like.

On this listing page, they spent time looking at pictures and verifying the affordability and condition of the home by looking at the recent renovations and previous owners. They also took a virtual tour of the house, which was very helpful. Their next step is to see if the area is a good fit. This same listing page accomplishes that. Since the Marks family has 5 children, they must consider the schools in the area as well as the recreation. At the bottom of the Zillow page listing site, there is a section that designates grocery stores, parks, schools, etc. Low and behold, there is a high school within 5 miles, and many elementary and middle schools within 10 miles of their home. There is also a nice park in the neighbor a 2 minute drive down the street. The family has decided this is their new home. It meets all of their qualifications and more.

Finally, they are ready to call the realtors, whose information is so conveniently placed at the top of the listing page. They were also able to view more information including reviews on the realtors. From the Zillow page, they send an email to the contact agent, Terry Sturm saying they are very interested in this listing.

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This site is obviously for people looking for a house to buy, rent or sell. The maps on the each page offer users an opportunity to navigate the area they are interested in freely. They can click on individual lots or houses and get information about them. Each page lists tax and financial information about that house so that the user can see what sort of mortgage payment they can expect as well as the home's value and the value of surrounding real estate. Potential real-estate agents are also listed on the page for users to contact if they are in need of one.

Narrative:

I found a new job and had to move.

I had never moved further than a few miles away before.

I did not know anyone in the new area I had to move to.

With my budget I could not afford an expensive house, but I still wanted something nice.

It needed a kitchen. It needed at least two bathrooms. I wanted two or three bedrooms. It would be nice to have a yard too.

I only had three weeks to move to my new house and start my new job.

I could not afford to travel to the area I had to move to.

How was I supposed to be able to find a house?

I didn't know any real estate agents that I could ask questions.

I had no friends that were able to help me either.

What if I was forced into buying a house that I did not like?

What if my new job did not work out and I could not afford to stay in my new house?

I searched every night for hours online trying to find a suitable house.

Day after day I found nothing.

What if I couldn't find a house? What if I had to give up my new job?

One day I overheard a lady at the bus stop talking about how she found a website that helped her mother find a house across the country.

I kept listening to this lady describe all the information that she found on the website. It listed the number of bedrooms, number of bathrooms, price, expected monthly mortgage payments; it even had pictures.

I had to find out what website she was talking about.

I asked her.

Zillow.com had everything I needed.

I found multiple houses that suited my needs.

I found local real estate agents I could contact.

I found mortgage offers I could apply for.

I could take my new job and live in a house that would make me happy.

I hate my new job.

So I got a new one.

I'm moving again.

I think I'll start at Zillow.com

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Eric Parton and Jake Wellington

Robert Smith is a career employee of the defense contractor Northrup Grumman. He has worked as an executive at their corporate headquarters in Southern California for the past 19 years. He was born and raised in San Bernardino County, California, where he has raised his three kids with his wife of 17 years. Unfortunately for Robert, the Northrup Grumman corporation recently announced plans to relocate its corporate headquarters to the Northern Virginia area. Robert has chosen to relocate to the new corporate headquarters in order to retain his current job.

Having heard about Zillow.com from his business associates, Robert has come to this website in order to help him find a house in the area. After speaking with a realtor the

week before, he has determined that he wants to live in the Herndon area. Due to the size of his family he has limited his search to houses with at least 4 bedrooms and 2 bathrooms. His search eventually turns up a promising result for a 4 bedroom 3.5 bathroom single family home in a nice neighbored and a good school district. Luckily for Robert, the price of the house was recently reduced, as indicated by one of Zillow's many informative graphic displays. Not only does this mean that he will less than he would have, but it gives him added leverage at the negotiating table when he decides to meet with the seller.

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Chad Rotermund James McIntyre

John Smith is having a rough day. The bank just left a 10th message on his answering machine declaring that his house is being foreclosed. He doesn't have a lot of money, but needs to find a new place to live. His friend had recently recommended, zillow.com, so he thought he would go check it out.

Using his neighbor's wifi, he logs on to the webpage and is immediately greeted by a pleasant homepage giving him all the options he needs to continue. He knows he needs to be by his current house, as it is close to work, so he types in his location to get a rough idea of what is available around him. \*NW Hickory, NC 28601 in the "Find homes" text input box\*

Immediately, he is presented with a map focused in on his area. On the left he is given a dialog box with various filter options, and on the right he is given a dialog box displaying different real estate agents. John clicks on the "for sale" option in the filter dialog and promptly provided with more filter options. In the max price box he enters 50,000, as he is looking for a cheap place if available. The map immediately response by providing markers, highlighting the different properties available. He browses around his desired area by clicking on each of the markers, subsequently viewing some of the property information which appears via a tooltip. When he finds properties of interest, he clicks on the address which appears in the tooltip and is presented with the full property information. ON the left, he can view the square footage and room information, along with things like parking available, and how long its been on zillow.

On the right he has an extremely convenient feature which presents him with a list of fairly comparable properties, should he wish to investigate the house. He scrolls down a little further, and is presented with a plethora of information formatted in pretty graphs and filterable via a set of radio buttons on the left. The graphs are dynamic via some selector and allow him to scroll through the data.

Eventually he decides on a property of interest and needs to figure out how to lock it down. Looking on the right of the screen, after expanding the properties information, he sees a contact agent's profile, along with fields he can enter his information in to initiate contact. He enters his name and email address, enters a message stating his interest in the property, clicks the send "contact agent" button, and then waits for a response. He lives happily ever after and is extremely satisfied with zillow.com, his new apartment, and his life.

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Matthew Ryburn + Scott Fernandez

Hausmann Boyer is looking to move to greener pastures, because the grass is always greener on the other side. In his quest for new arrangements, he finds Zillow.com. Zillow immediately provides him with a sense of the blue skies and green lawns he's looking for with a slightly off-white-blue background color, a green and blue logo, and all around clean, uncluttered, and pleasant front-end. Zillow's logo appears to be a house moving at a high rate of speed, suggesting that using Zillow.com will very quickly find him the house he wants. There are two immediately available options that Zillow provides: a quick check of mortgage rates and a search for homes by location. Mortgage rates and often-searched homes in his immediate area are immediately given to him on the front end, further enhancing his sense of the site's speed.

Hausmann elects to search for a house in his beloved Reno, Nevada. Zillow springs into action by providing him a map of Reno divided by regions, as well as listing all available houses in the Reno area. Hausmann is most interested in price, and Zillow allows him to filter the houses it shows him to only those inside his price range. He zooms in on South Reno, then a small neighborhood in South Reno, quickly finding precisely the street he's looking to move to.

Clicking on a house gives him its most essential information, and Hausmann decides to delve in further. This is where Zillow finally explodes with specifics, like the house's square footage, price, when it was built, and more.

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Mark Talley Pat Burke

Jake, a wealthy middle-aged man, recently had his home listed on Zillow. He hired Brian, a local realtor, as the listing agent for the property. Brian had found previous success with Zillow listings, so this was not out of the ordinary. It was, however, a new concept for Jake, who was only familiar with listing locally. As such, he had his doubts. So, he went onto Zillow.com to try to find his home's listing.

Jake easily navigated the site using the site's search and found his property with little trouble, and then proceeded to verify the information on the listing. The first thing that he noticed was the collection of images that he had provided Brian. He casually flipped through the images, reminiscing about the years he had spent in the house and thinking about the changes ahead of him, moving across the country. After verifying that the listed price was correct, as well as the number of bedrooms and bathrooms, he felt good about the accuracy of the listing. However, just to be sure, he opened up the "More facts" window. At first glance, he saw the same information that he saw initially, but upon scrolling down he noticed an inaccuracy. He had recently added a third floor to the house, but the Zillow listing was out of date and didn't reflect it!

Concerned, he reports the problem with the listing, and receives a phone call from Brian shortly thereafter. "Hey Jake, it's Brian. I saw that you reported a problem with your house listing and just wanted to make sure I knew exactly what the issue was." Jake, relieved that the issue was being handled so promptly, responded with "I was just looking at the listing, and found a little problem. The site reports the house as having only two stories, but as you know, we added a third floor last year." Brian responded, "Okay, not a problem, it's easy enough for me to go change that. In fact, if you can hold on for a moment, I'll do it right now."

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David Jacobs  
Alex Vann

"Hello user, welcome, I am a friendly calming website with a blue background." Melodic angels sing in the background. "Welcome to Zillo.com. I am simple and well laid out to help you navigate me better"

User says, "Hi, I am trying to find out how high a mortgage rate for my house would be"

"Well let's get started then" Zillow.com says calmly "Notice how I am split into two distinct sections, one on the left and one on the right. The one on the right says "Find Mortgage Rates" above it. Please also notice on the tool bar it says "Mortgage Rates", but this is redundant. "Cool says the user, I'll check it out, but I don't have much time I click and go to the next page." This is a ton of info, but there is a popup that shows me where to start. This looks like I can handle it, thanks Zillow!"