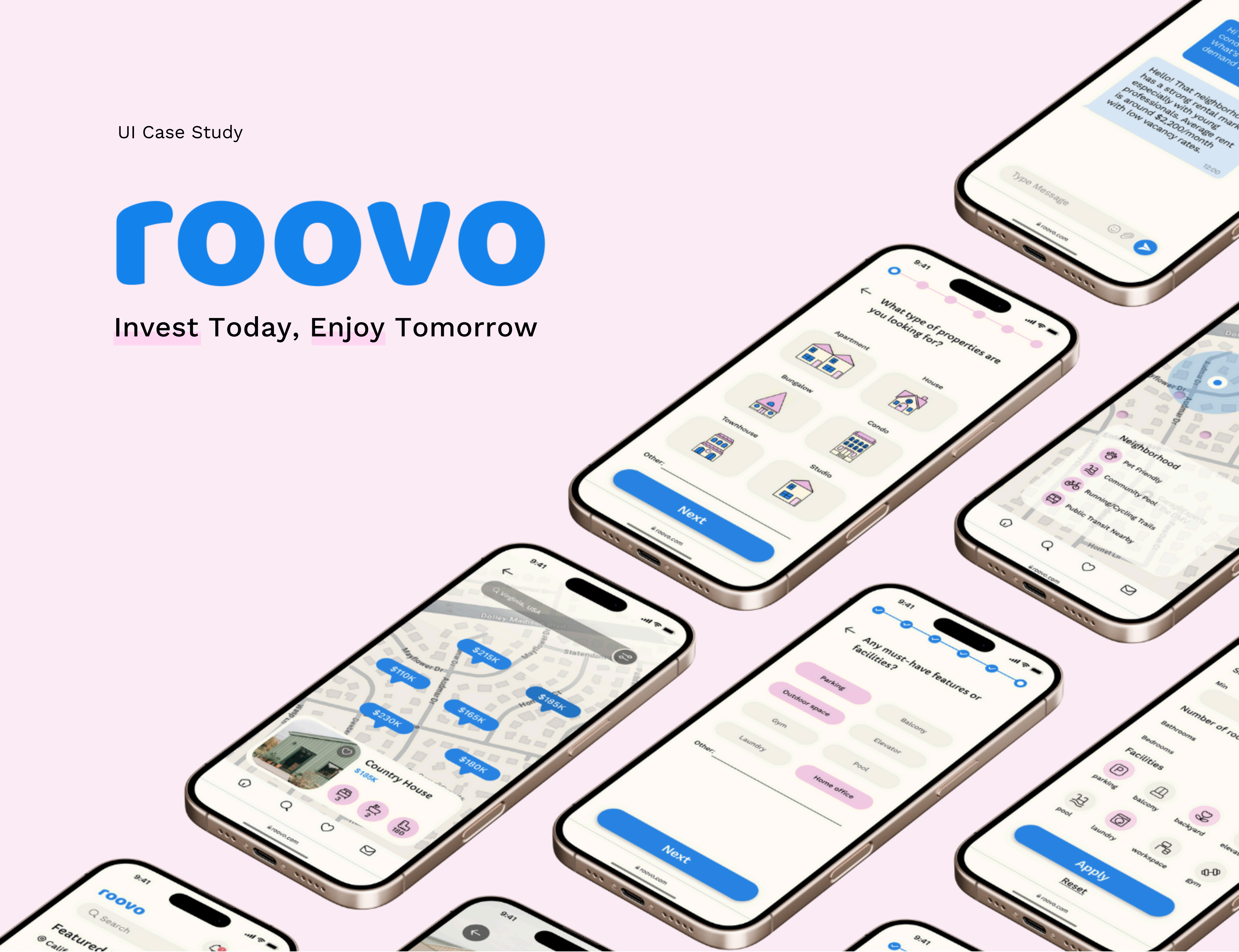


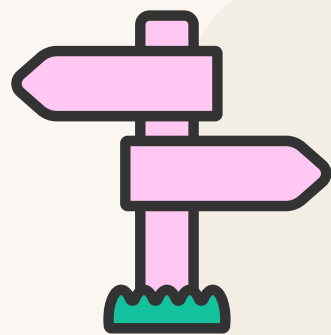
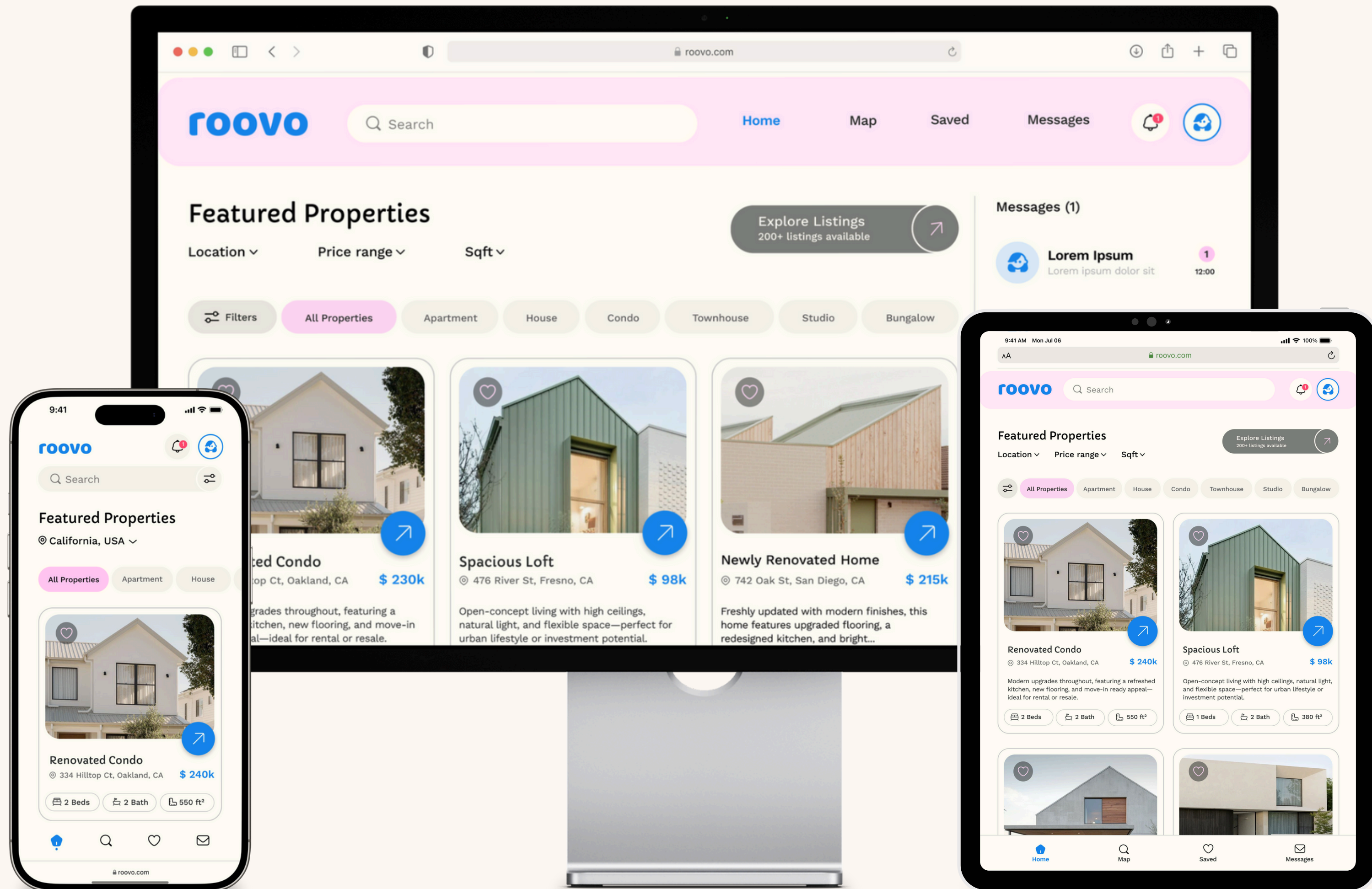
UI Case Study

roovo

Invest Today, Enjoy Tomorrow



Smart, simple, and fun property investing



Roovo is a responsive web app that helps property investors quickly find and evaluate opportunities with clarity and ease. The design combines smart tools for fast decision-making with a playful visual style to keep the experience simple, approachable, and fun.

01. Project Overview



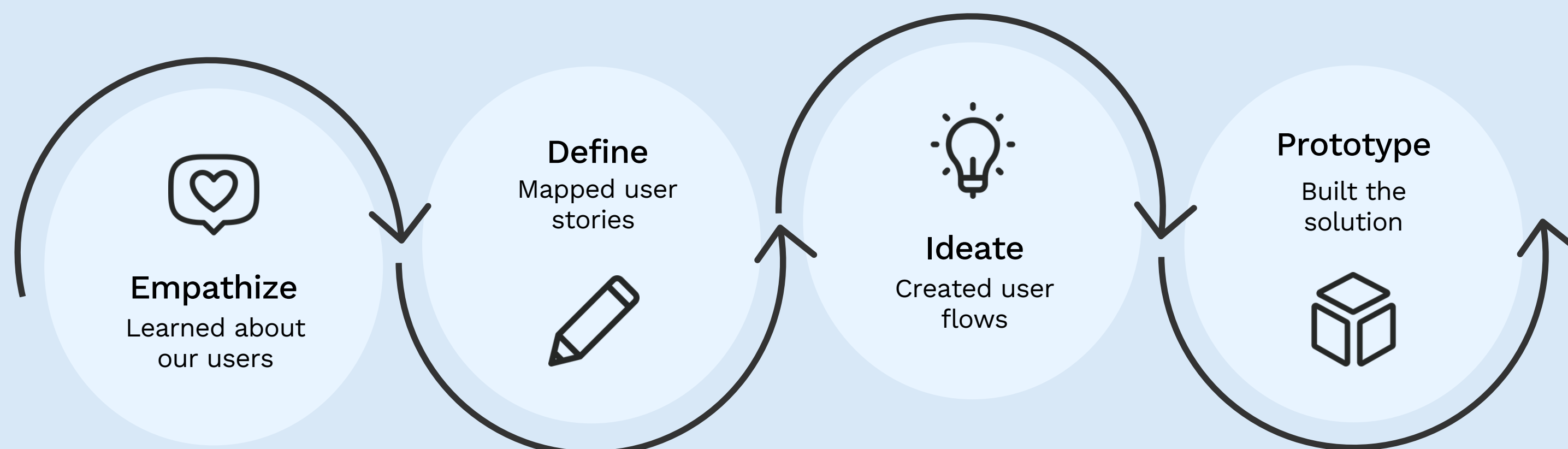
Objective

A responsive web app that provides property buyers with information on properties of interest.

Our Product

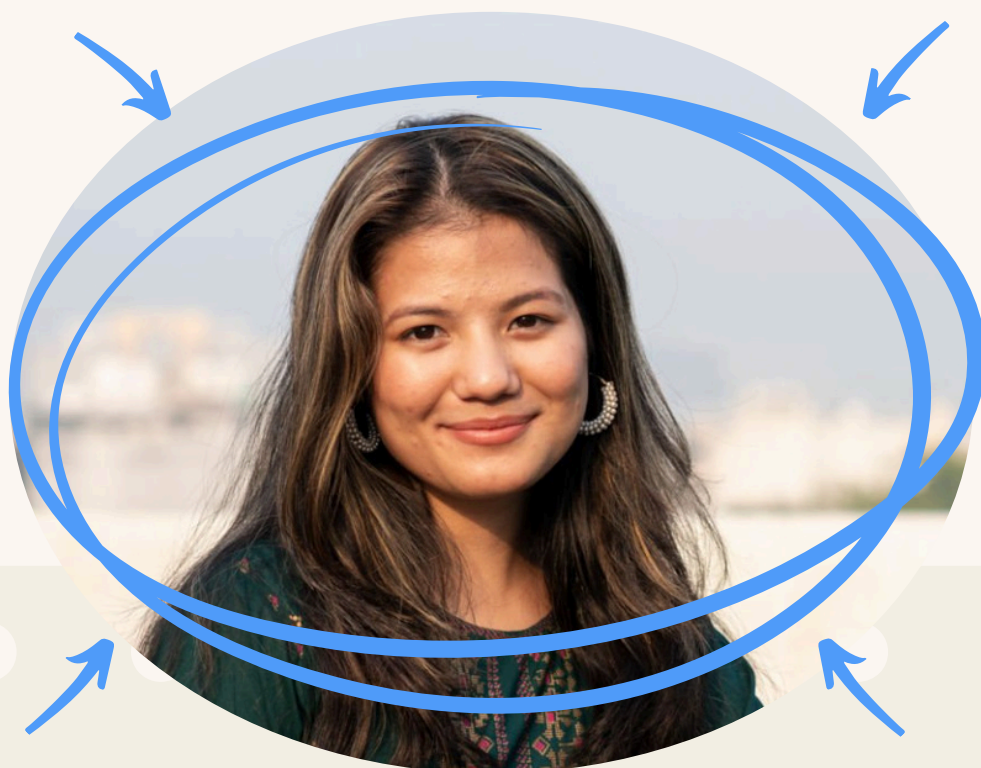
Roovo is designed as a responsive web app that empowers property buyers and investors to discover opportunities that match their goals. Beyond simply displaying listings, it focuses on delivering the right information at the right time, helping users evaluate properties quickly, make informed decisions, and stay engaged throughout the process.

The Design Process



02. Empathize

Before starting the design, we set out to understand the needs, goals, and challenges of potential users. Meet Rashida—a busy IT consultant and first-time property investor. Her persona became the foundation for every design decision, ensuring the product stayed human-centered and aligned with real user needs.



Rashida
The Busy Investor



36



Female



Computer Science



IT Consultant



Married, with two children



I want to provide my family with financial security. I've been considering buying property for a while, and I'm looking for a tool that can help me find what I'm looking for—quickly!

• Context

Rashida lives with her family on the East Coast and enjoys weekends in the countryside. As tech-savvy computer science graduate, she is always up to date with the latest devices and apps, expecting tools to be functional, seamless, and easy to use. Inspired by a colleague's recent investment, she's ready to start her own journey.

• Goals

- Invest in property outside the city to build long-term financial security for her family.
- Access clear, relevant information to make quick, confident decisions.
- Avoid wasting time on properties that don't match her needs.

• Needs & Tasks

- A simple, intuitive tool for searching and filtering properties.
- Easy ways to save and revisit listings.
- Comprehensive property details to evaluate investment potential.

03. Define

In this stage, we translated user needs into clear user stories. These stories acted as a bridge between research and design, helping us prioritize the most valuable features.

User Stories

As a user, I want to create a profile containing all my property criteria, so that I am recommended results most relevant to me.

As a user, I want to be able to search and filter properties, so that I can find good matches based on my needs.

As a user, I want to be able to save or mark properties I am interested in, so that I can easily revisit them.

As a user, I want access to as much information as possible about properties I'm interested in, so that I can make an informed decision.

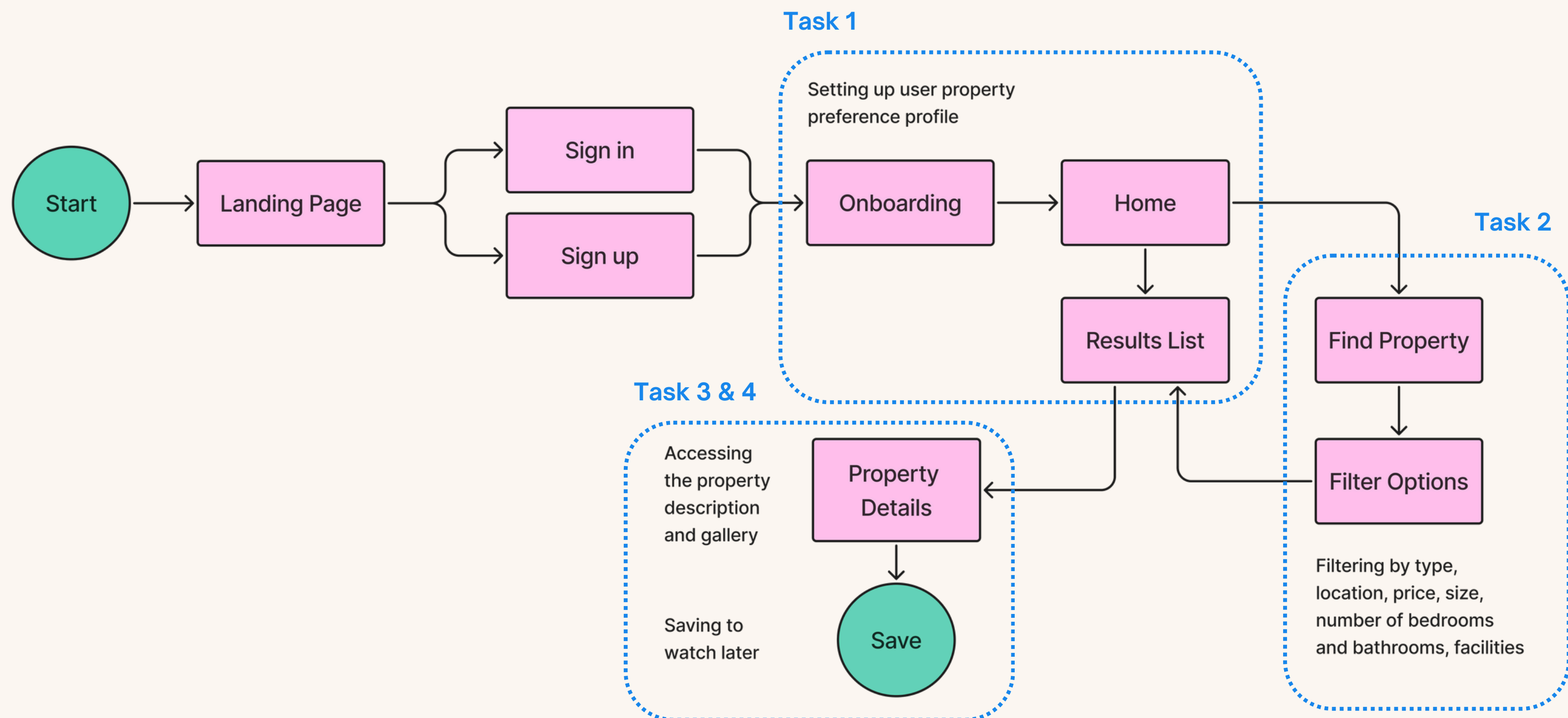
As a user, I want to be able to contact the right people if I am interested in viewing a property, so that I schedule a viewing.

As a user, I want to see how well a property meets my criteria or compares to other properties, so that I can refine my options.

04. Ideate

During the ideation phase, we explored how users would navigate through the app to accomplish their goals. By creating user flows, I mapped out the key steps and decision points in the journey, ensuring that each interaction felt intuitive and aligned with user needs.

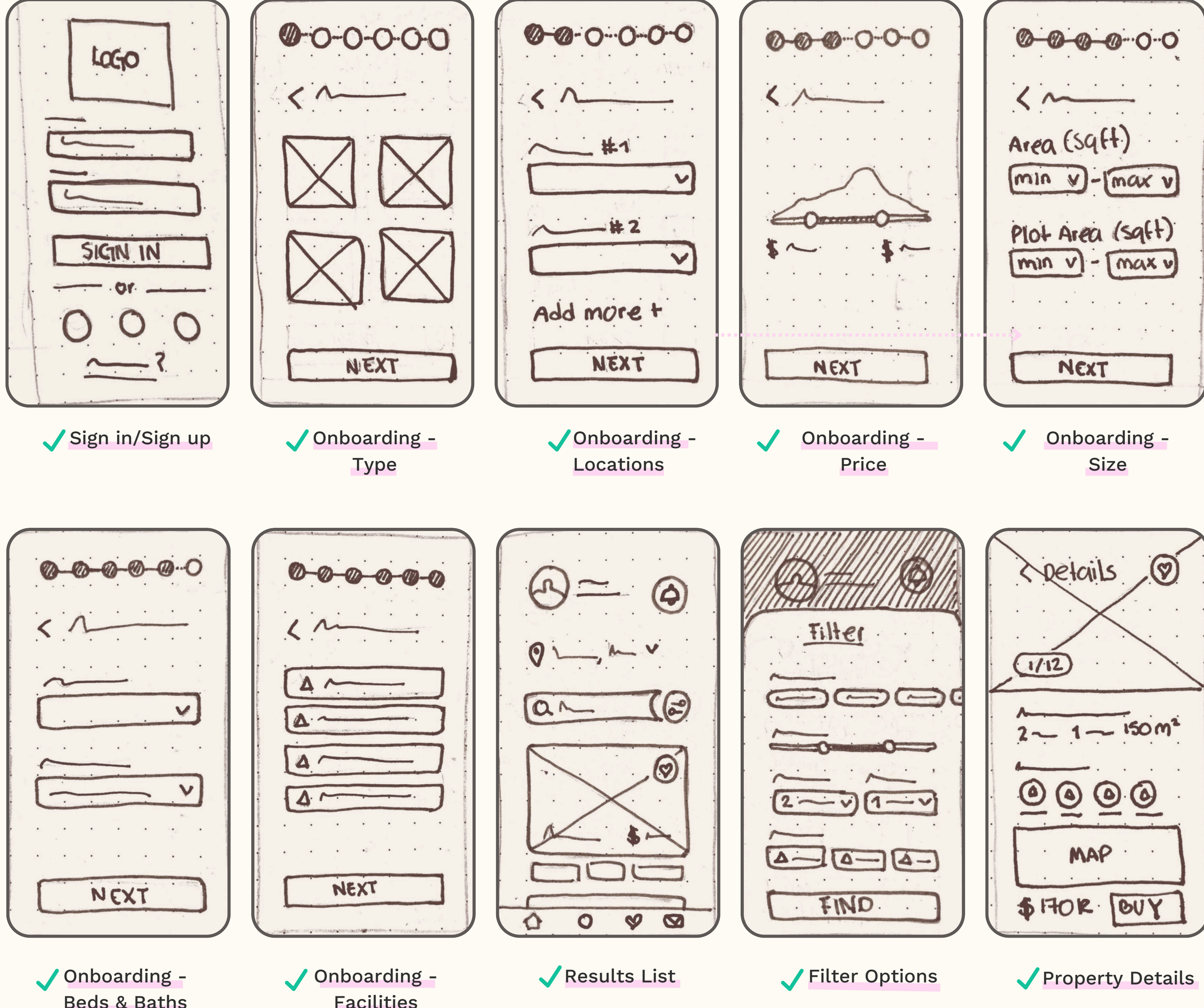
User Flow



05. Desing & Prototype

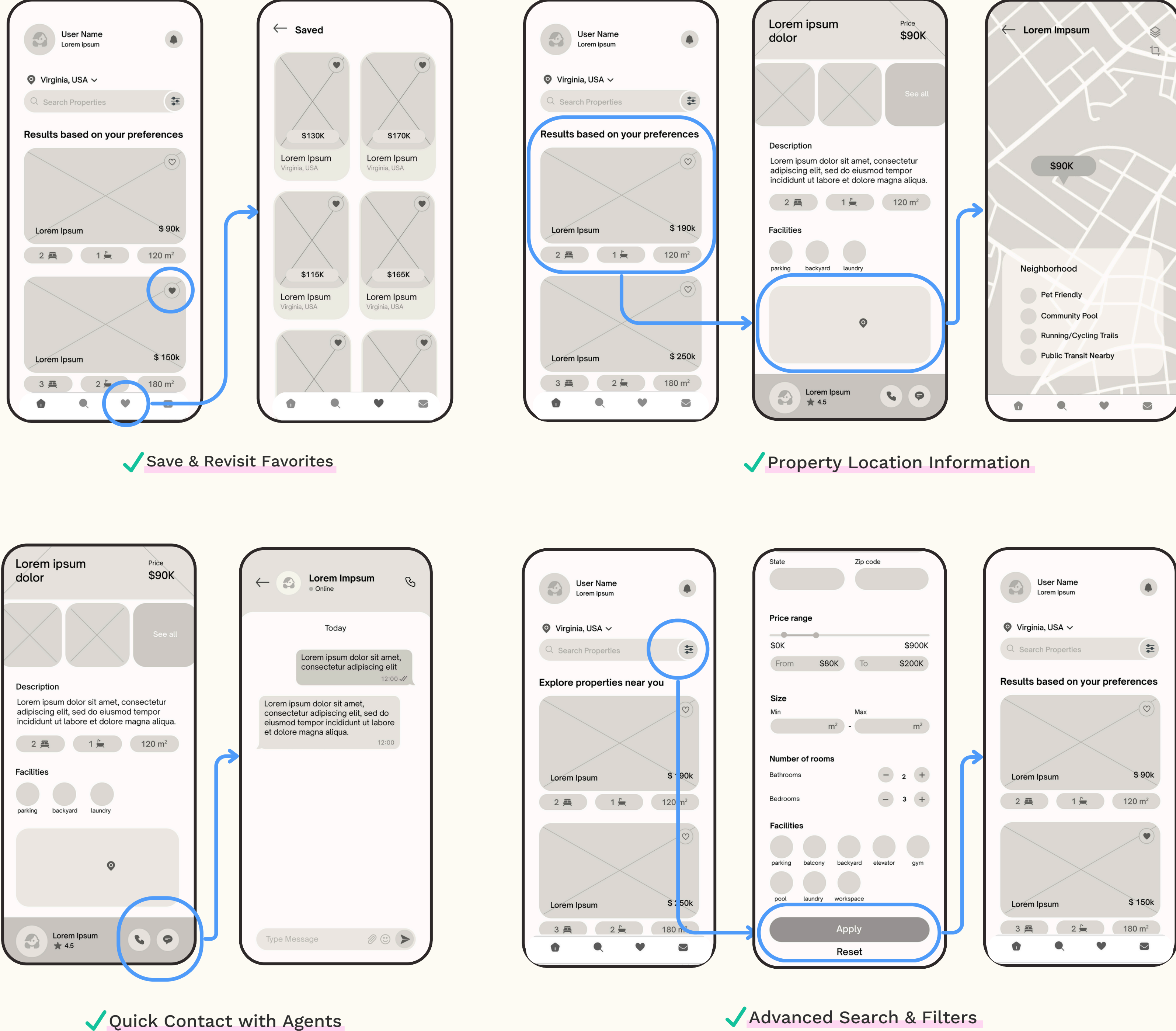
I began the design process by creating low-fidelity wireframes, focusing on sketching the main functionalities of the app. These initial sketches allowed me to quickly explore layout ideas, define the structure of each screen, and prioritize key user interactions before moving into more detailed designs.

Low-fidelity Wireframes



After sketching the low-fidelity wireframes to define the core functionalities, I moved into mid-fidelity prototypes. Here I began applying a responsive layout and introduced additional features our users needed to complete key tasks.

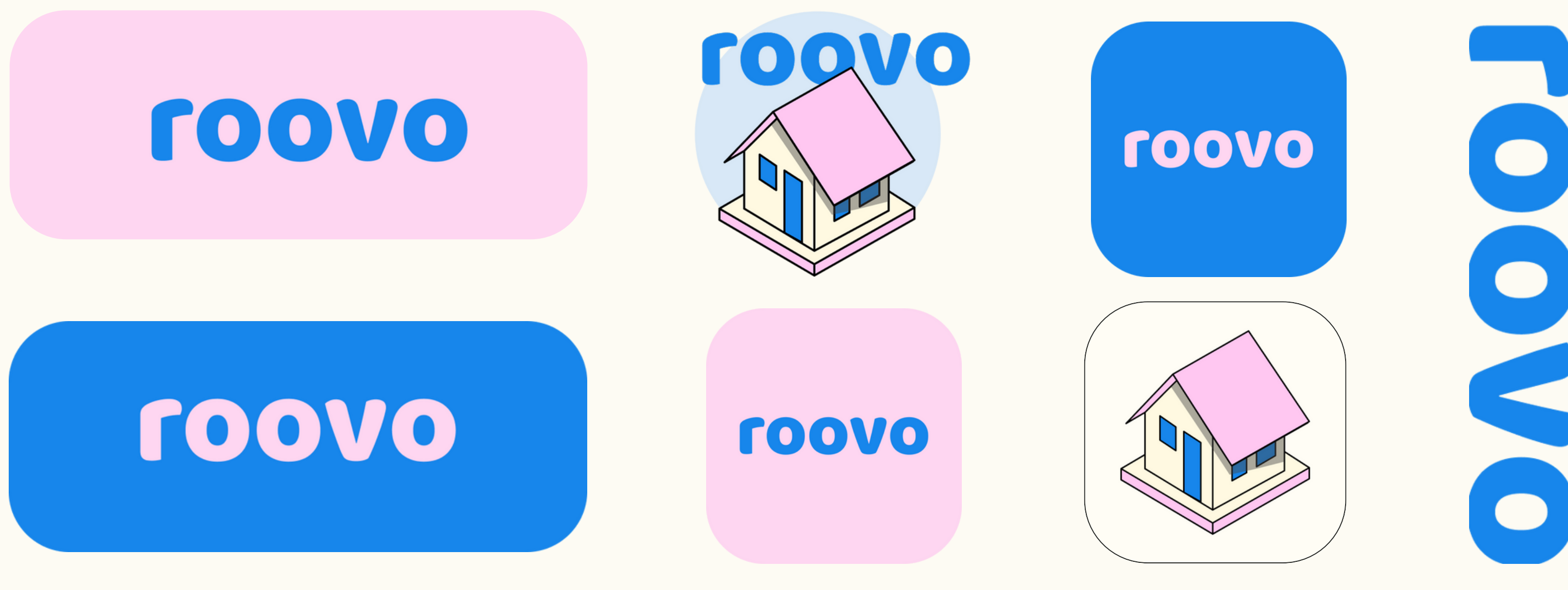
Mid-fidelity Wireframes



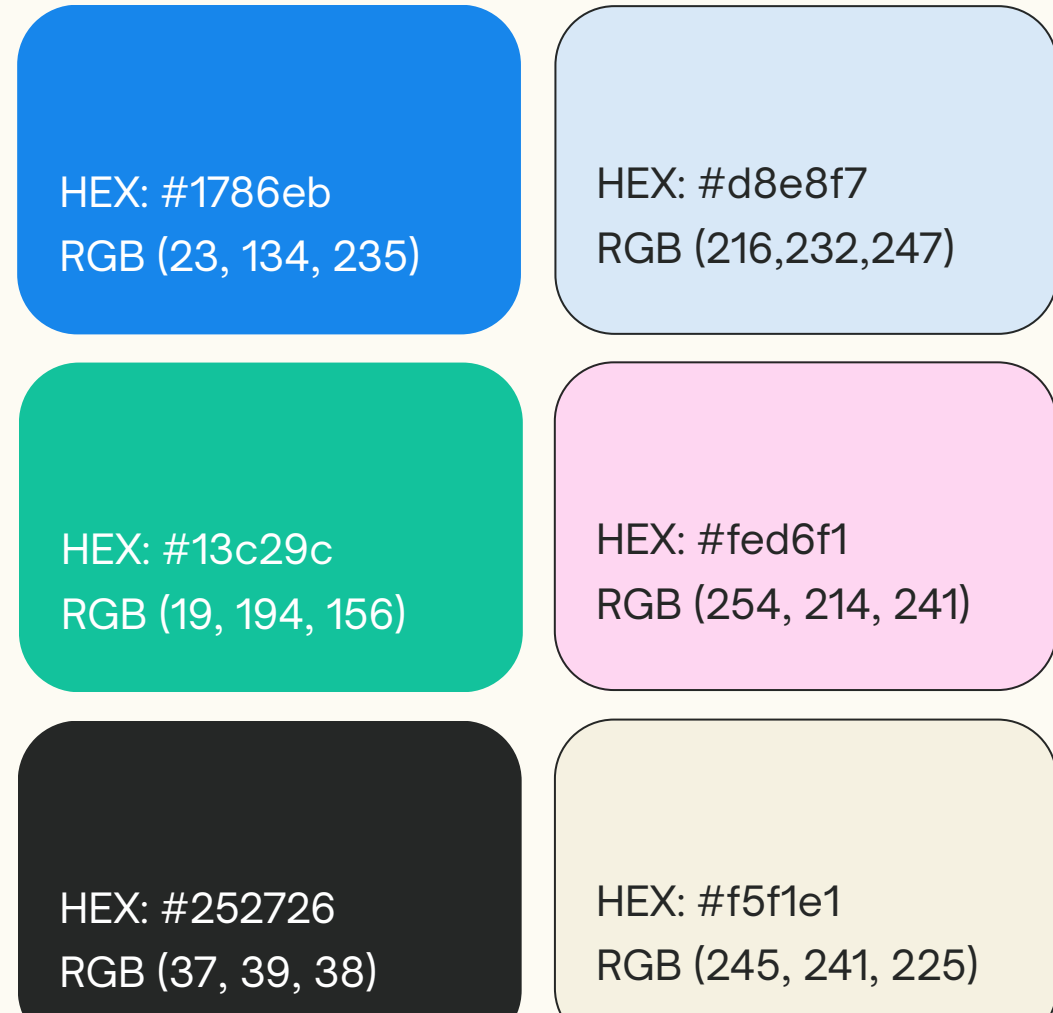
To bring the high-fidelity prototype to life, we created a style guide that gave the product a recognizable brand and ensured consistency across the project. By defining patterns, shapes, colors, and lines, the design remained cohesive across all breakpoints, including tablet and desktop.

Style Guide

Logo



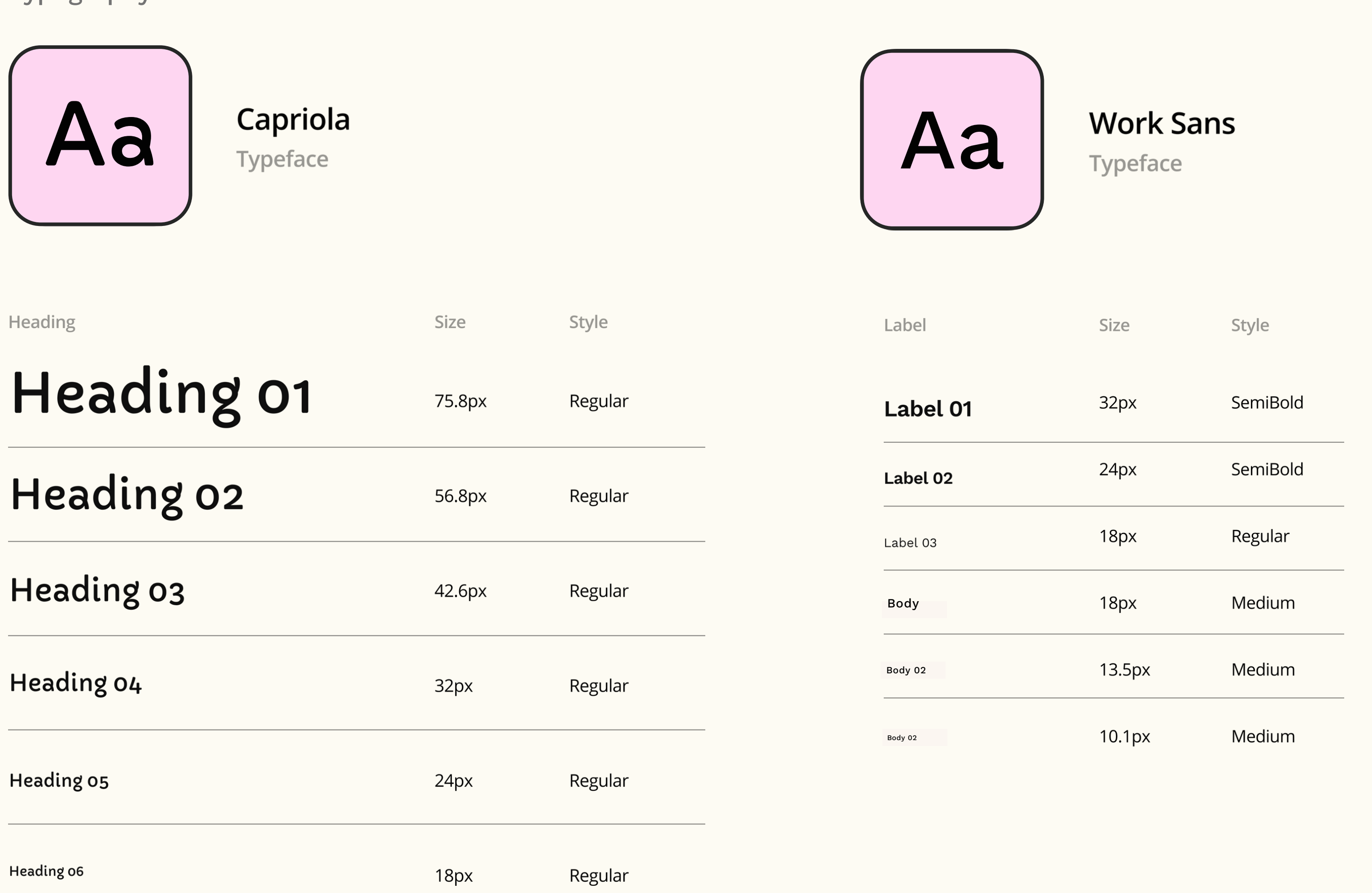
Color Palette



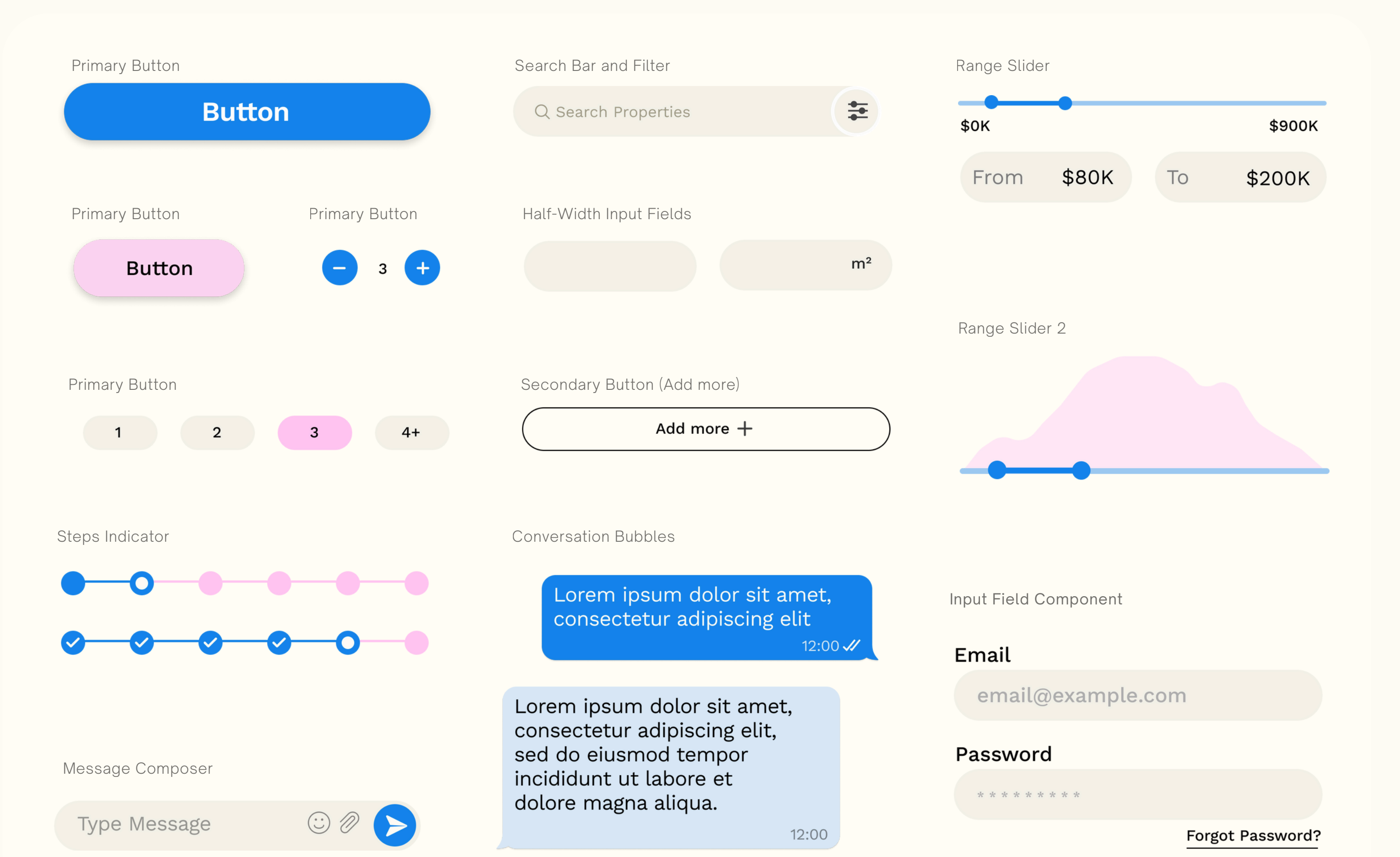
Icons



Typography



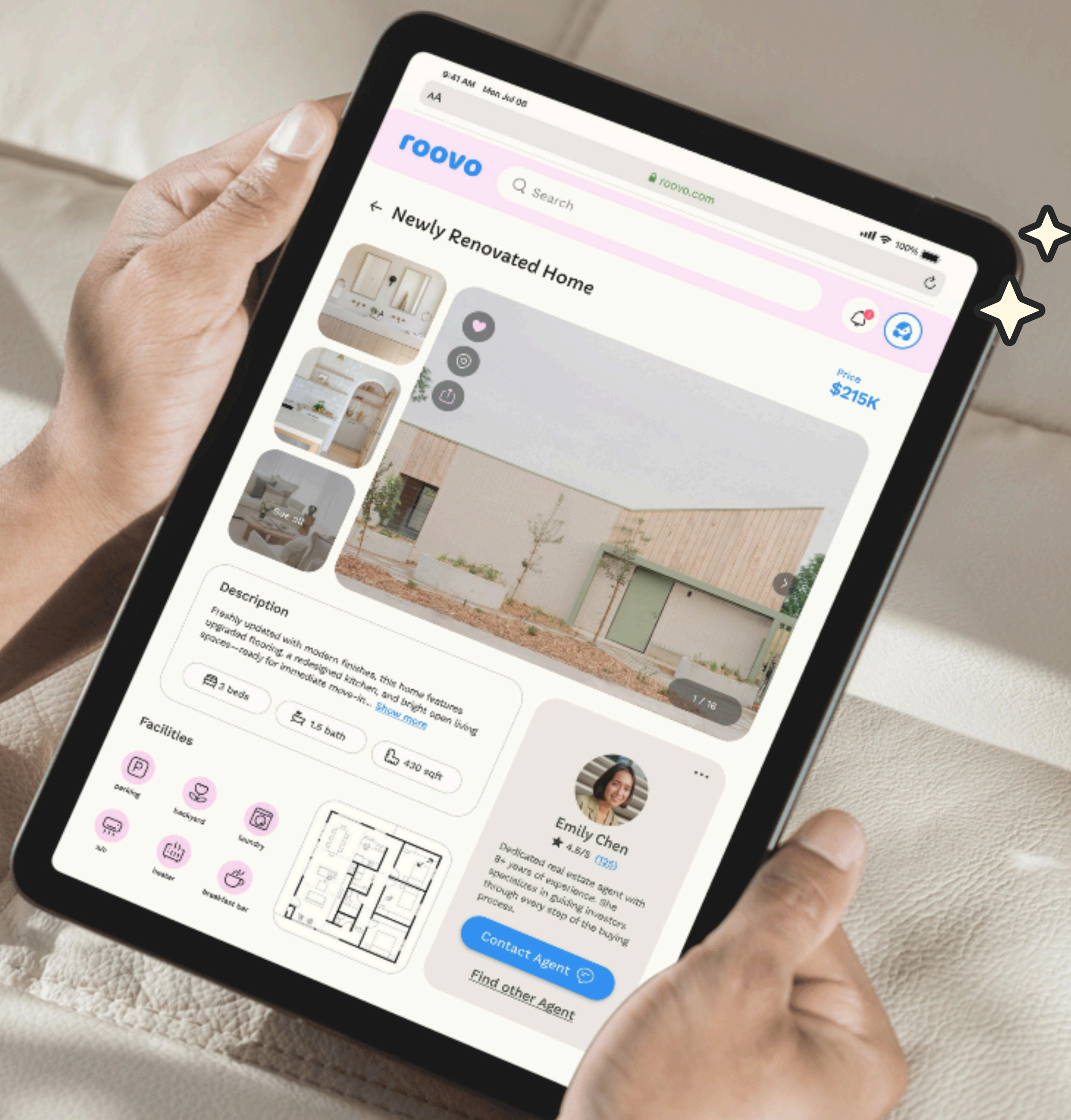
UI Elements



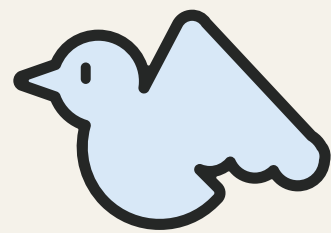
The high-fidelity mockups are the result of the entire design journey, combining research, wireframes, and prototypes into a polished product. Now, enjoy a look at the final screens below!

.....> Mockups

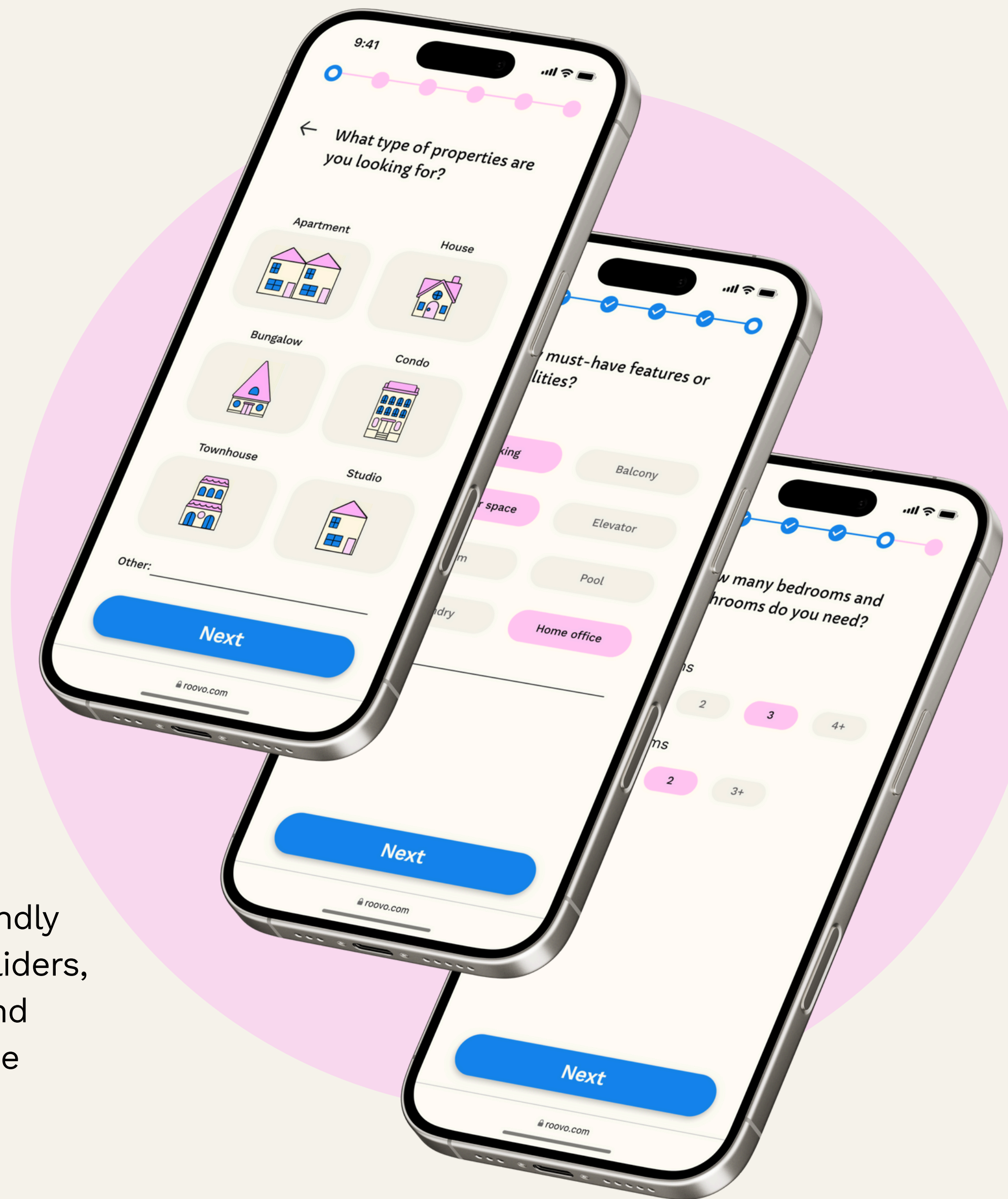


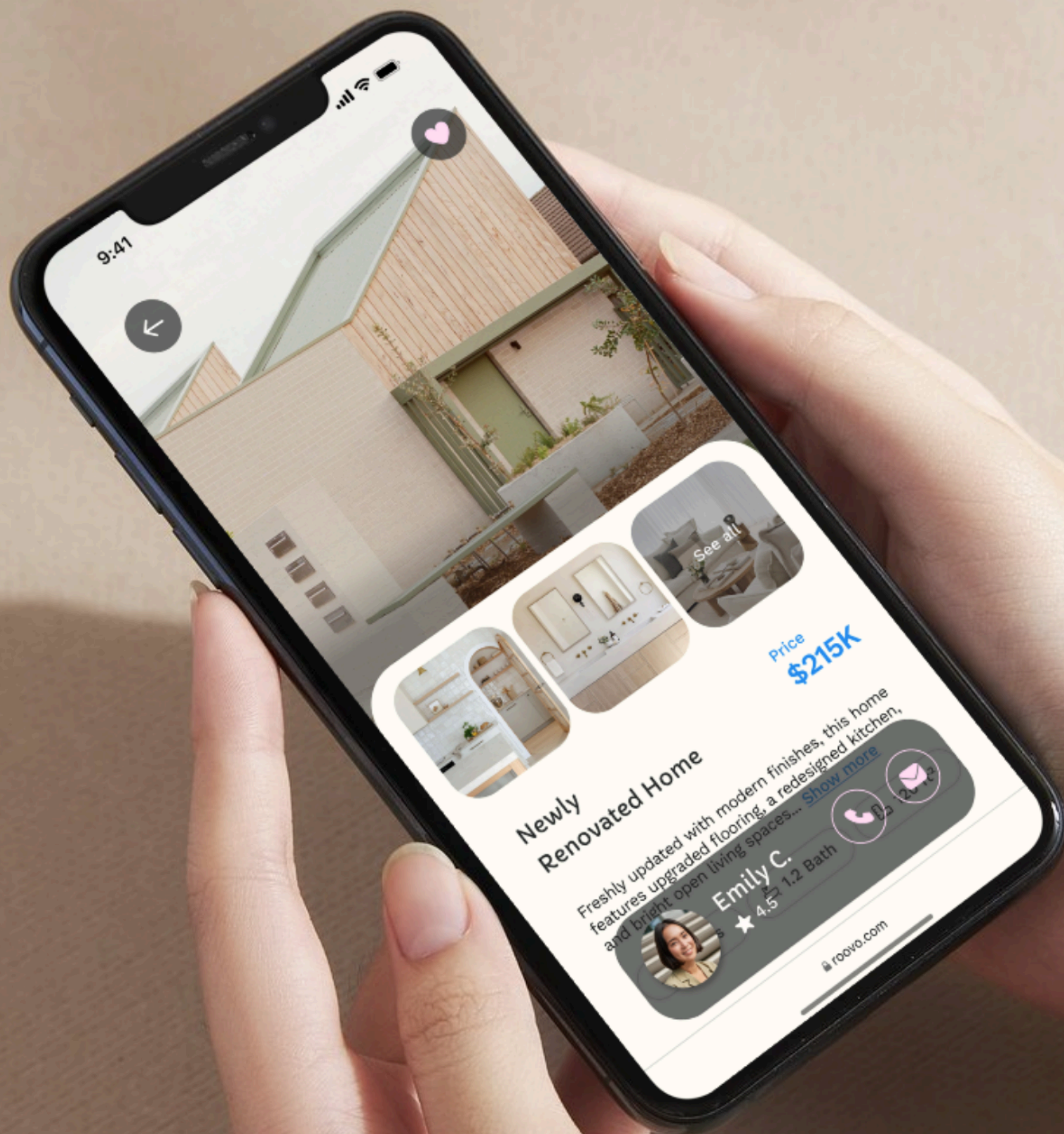


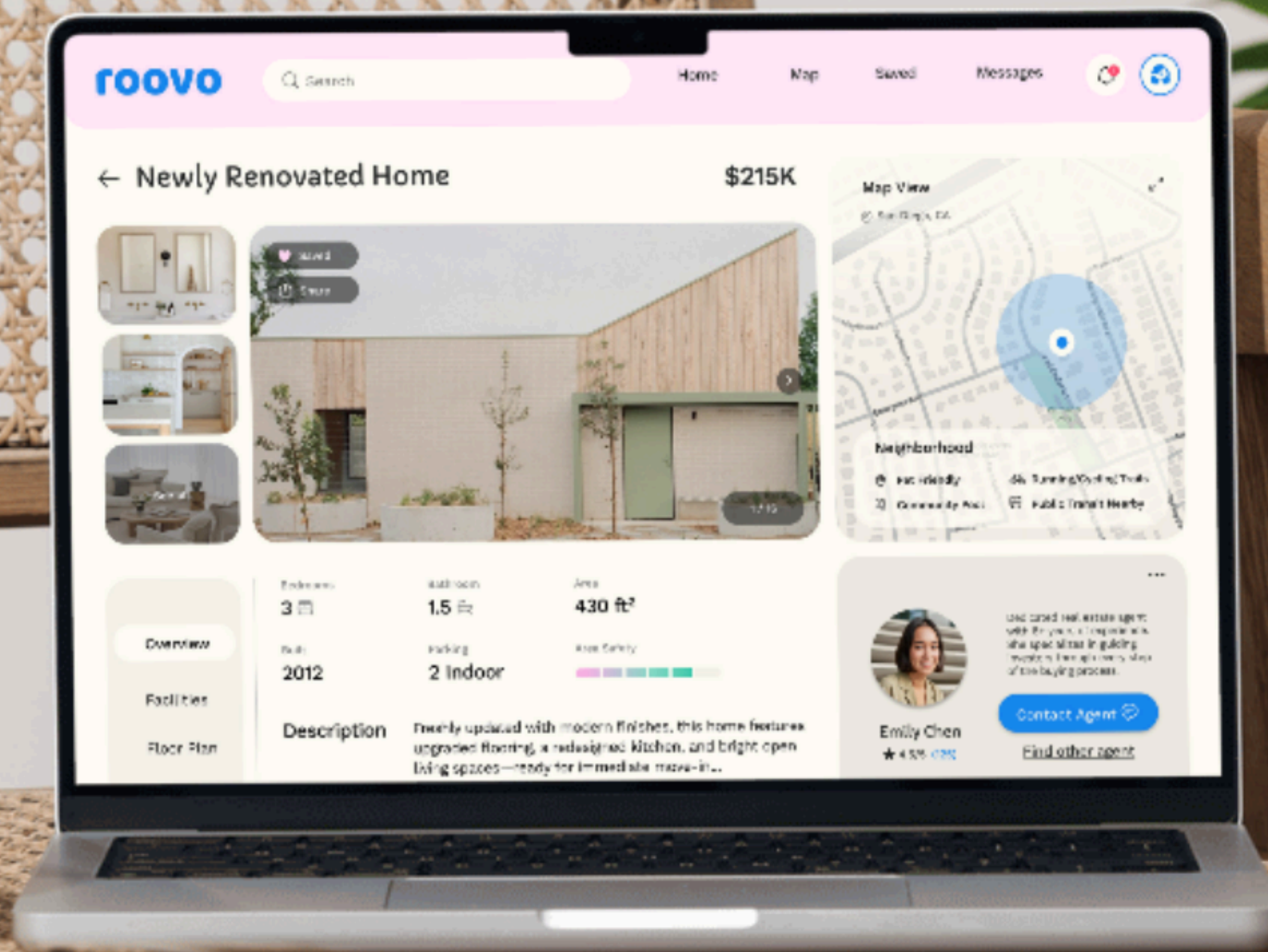
Engaging Onboarding



The onboarding was designed with friendly illustrations and simple UI elements (sliders, buttons, etc.) to keep users engaged and focused, reducing the urge to skip these steps





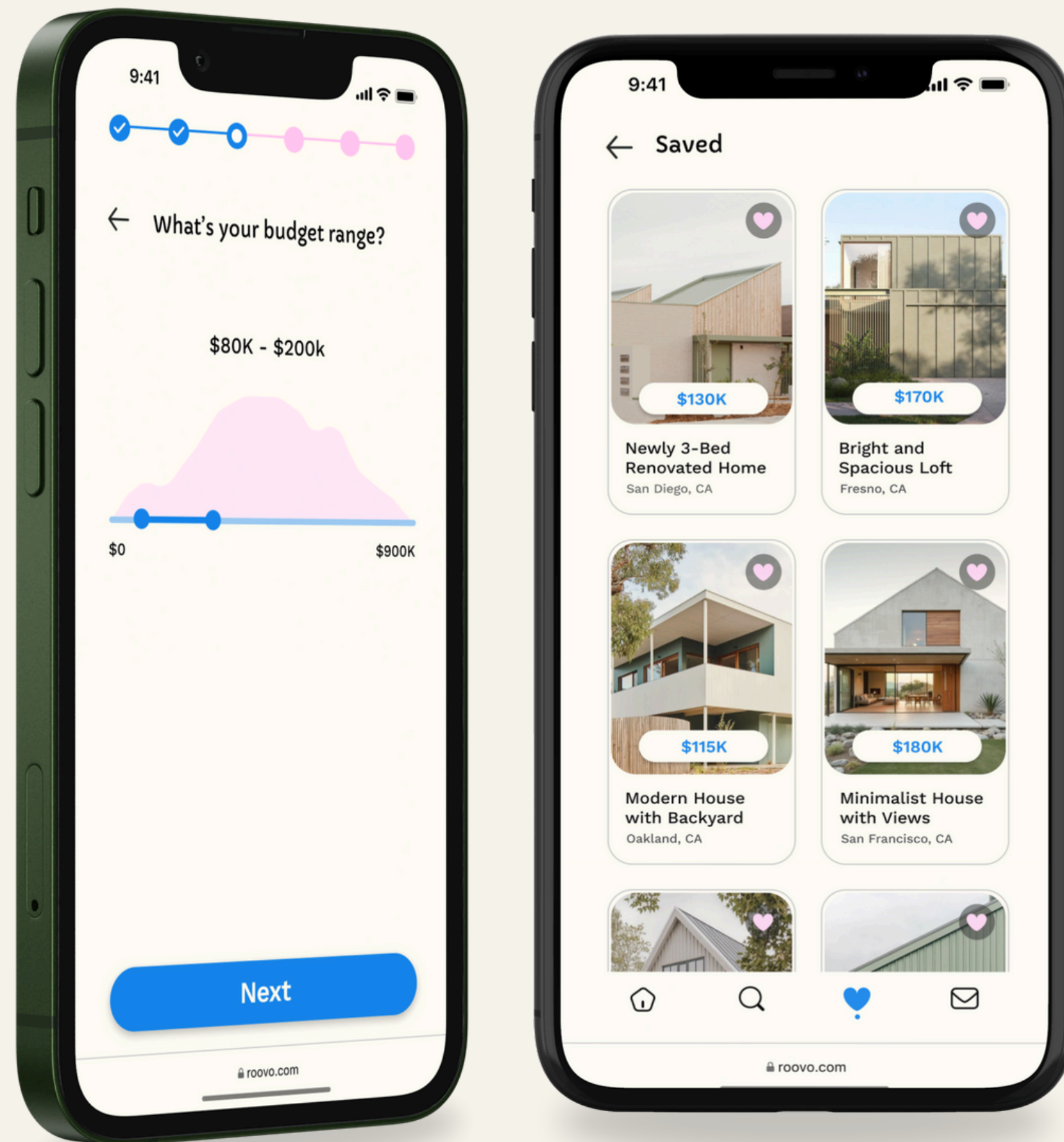


Your Map to New Homes



Users can browse properties by location and requirements to uncover the perfect match

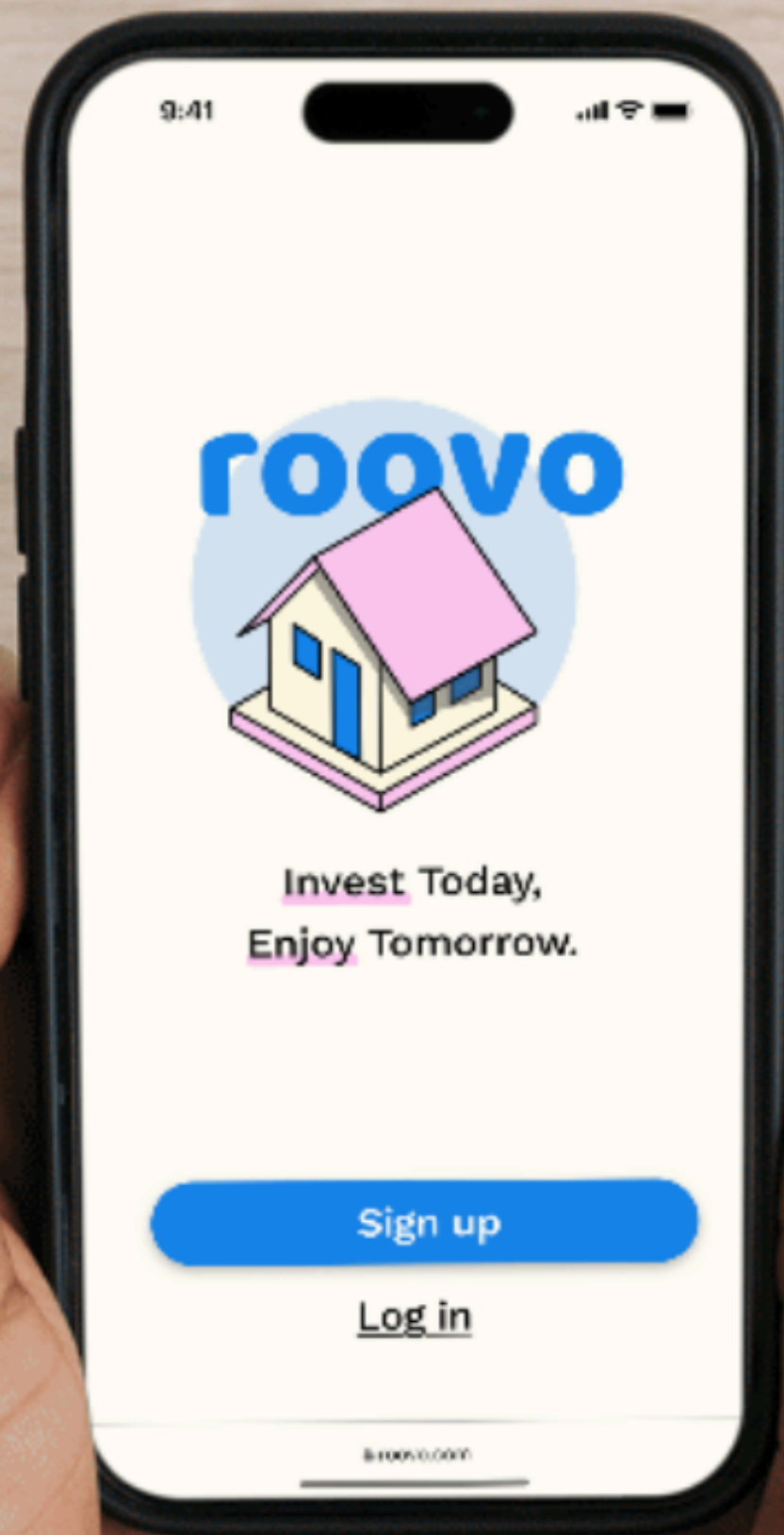
06. Conclusion



This project allowed me to practice the end-to-end process from **empathizing** with users and defining their needs to **ideating**, **designing**, and **prototyping** solutions.

Along the way, I learned the value of mapping user flows early, designing responsively across breakpoints, and ensuring consistency through a clear style guide. Most importantly, I gained a deeper understanding of how thoughtful, user-friendly design can make complex tasks feel simple and engaging.

These takeaways will continue to shape my approach as I grow as a designer.



You've made it to the end

Thanks for scrolling through our project! If you enjoyed the design, feel free to explore it further in the prototype link below

 [Figma File](#)

