Sebastian Quek   ERA Design Assignment   Mar 2026

Why do we need this?
The brief called for a UI design for a **price trend analyser** to be used by agents targeted at specific locations and time-periods.

Critically, building a single feature or an app around this feature would likely only help to fix the symptom but the actual problem. Further exploration and thinking led to the following assumptions:

Assumption 1: A standalone price trend analyser may not be adequate for agents to present a solid case when helping clients make big ticket purchase decision

Assumption 2: From a client POV, when making a decision on whether to buy, sell or rent their properties a report with substantiated information is necessary.

Assumption 3: A report may help inexperienced agents create a stronger narrative when presenting the solution to the client, differentiates themselves from other agents and builds confidence in the proposal and in themselves.

Assumption 4: Helps the agent build awareness of the market's movements and nature when used regularly

Assumption 5: For the business, build up data to create strong cases and in turn, help agents perform better and learn to be more effective.

Problem Statement
Property agents need to construct convincing recommendations for clients when making high-value buy or sell decisions. While existing tools provide access to transaction data, they do not support how agents build narratives or defend their recommendations during client conversations. This results in fragmented workflows, manual effort in assembling analysis, and difficulty handling objections with confidence.

To discover if the problem is accurate, I will need to make some hypotheses to uncover data to support or dispute the assumptions.

Research & Insights
Interview with 5 or more agents to get answers and synthesize insights to make informed design decisions for the solution. Under the constraint of time, I used ChatGPT and Gemini to simulate responses from property agents regarding their behavior, points of constraint/friction and spot opportunities.

Hypotheses
- Agents manually piece together data from multiple sources to construct pricing narratives, making the process slow and inconsistent.
- Agents need defensible, explainable data to handle client objections, especially around pricing discrepancies and comparables.
- Agents who can quickly generate client-ready insights have a higher chance of winning listings and engaging leads effectively.
- Agents rely on multiple disconnected tools (portals, spreadsheets, manual comparisons), resulting in fragmented workflows and duplicated effort.
- Agents lack a clear and efficient way to define and compare relevant properties (project vs nearby vs district), leading to inconsistent analysis and explanations.
- The importance of pricing metrics (PSF, absolute price, volume) varies by context, and agents must constantly translate between what they understand and what clients respond to.
- Property data is often presented in live, high-pressure client interactions, requiring fast, clear, and mobile-friendly delivery of insights.
- While price is a key factor, clients consider multiple competing factors (timing, urgency, alternatives), and agents need to balance and communicate these trade-offs clearly.

The insights from our simulated research yielded:

1. Agents need to manually construct narratives because due to a lack of structured system
2. Agents are likely to meet with objections and push back as there is a lack of defensible data which can be created at point of contention
3. Comps need to be managed or created on a case-by-case basis as each case has its own set of constraints and requirements from the client, this creates extra burden on the agent
4. Agents need to lead clients through uncertainty with timely advice that clears up misinterpretations and knowledge gaps

This allows the solution to go beyond simple trend visualization and instead support comparative analysis and decision-making.

Insights driven solution

"Folio" is a step-by-step case-builder that allows agents to create structure in preparation and present stronger recommendations. The design reduces cognitive load and ensures that important elements such as financial context, comparables, and market trends are not overlooked. This approach also supports consistency across different cases while allowing flexibility within each step.

Insight	Design
Agents need to manually construct narratives due to the lack of a structured system that guides them from data selection to recommendation	A case-based workflow that structures the flow from customer details, financial calculations, trend analysis, and recommendation.
Agents face objections and pushback during client conversations because they lack defensible data that can be surfaced clearly at the point of contention	Designed stages to filtering and generating data charts to allow review of underlying data before generating charts. This emphasizes clarity of data inputs so agents can confidently explain and defend their outputs during discussions
Comparables must be selected and adjusted on a case-by-case basis, as each scenario has different constraints, property characteristics, and client expectations, increasing the cognitive and manual workload on the agent	With flexible filtering and selection controls within the trend generator to allow agents to customize datasets based on context. Supporting quick generation and deliberate refinement depending on the client response/question
Agents are required to guide clients through uncertainty by interpreting data, correcting misinterpretations, and providing timely, confident recommendations	Structured the experience to move from raw data to interpreted outputs, ensuring charts and analysis can be easily referenced and communicated. The flow supports real-time interaction and explanation during client conversations

Wireframes:
https://www.figma.com/design/ZkHChvnAvoBkKfaHjJTuIx/ERA_DA_WF_Mar2026?node-id=47-708&t=4JX0l1ICeUj23p2r-1

Final Design/Prototype:
https://era-da-folio.sebque.com

Improvements & Trade-offs

The solution focuses primarily on data-driven agents and may not fully address the needs of other agent types such as luxury or commercial specialists.

The current prototype emphasizes transaction data and does not yet incorporate behavioral signals and additional data points which will add depth to the charting feature.

Further tweaks to the export feature to better support client interactions, allowing more visual evidence when responding to client questions.

Mobile interactions are not deeply explored, with the primary focus placed on large screen based workflows for analysis and presentation.

Integration with CRM to better map data from lead to conversion/transaction, giving a better picture of best practices or effective cases.

Disclaimer, How I use AI

- AI (chatgpt and gemini) was used to simulate answers from agent interviews
- Language and document structure was reviewed and improved on by AI (Chatgpt)
- To expedite the design process, AI (Claude) was pulled in to create the prototype from wireframes I created. The final UI design was instructed/directed by myself.