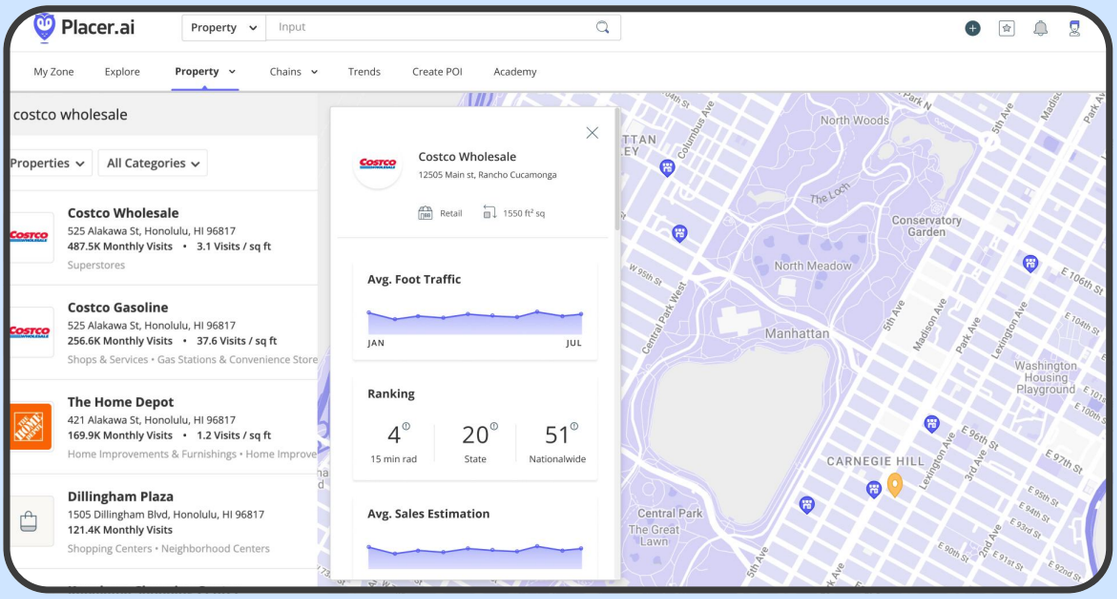
Noa Maller

Enhancing Location Intelligence: Interactive Data Visualization



Placer AI's redesigned interface featuring interactive map, property listings, and data visualizations for location-based insights.

The Brief

Placer AI empowers organizations to make data-driven decisions by providing insights into physical world activities. The brief was to create an intuitive and comprehensive experience for users to view and interact with additional information and actions associated with a selected location within the app.

My Process

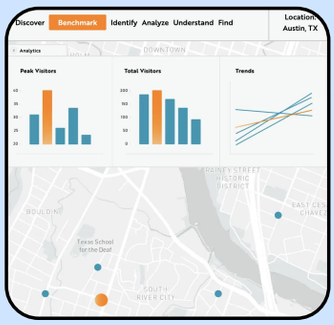
My approach involved competitive audit, competitive audit report, wireframing, and iterative design to ensure that the feature not only met user needs but also aligned with Placer AI's mission of empowering better decision-making through physical world insights.

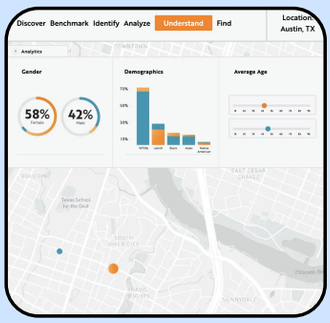
Competitive Audit

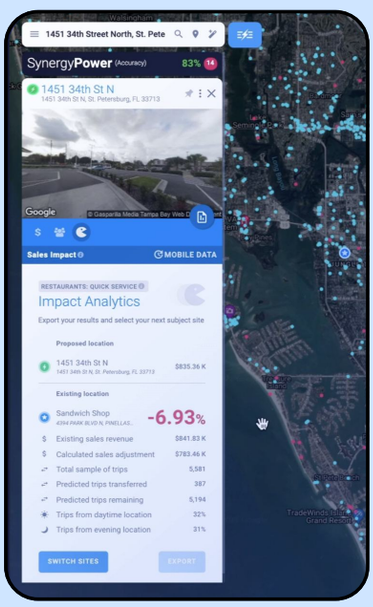
To begin, I conducted a competitive audit to compare the overview experience in various tools, including direct competitors (Unacast, Sitezeus, Inrix) and indirect competitors (Google Maps, Airbnb). This crucial stage in the design process provides valuable market insights.

Unacast

- The property card is aligned to the upper section of the view, taking advantage the full view's width.
- The information is logically divided into smaller chunks.
- Information chunks are organized by categories which elaborate the context, making information clearer





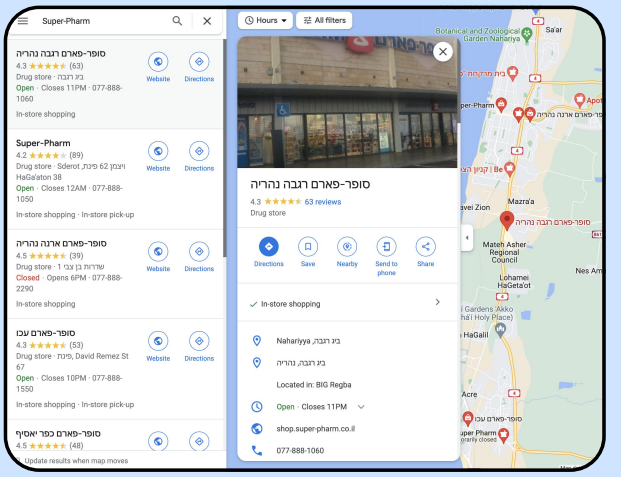


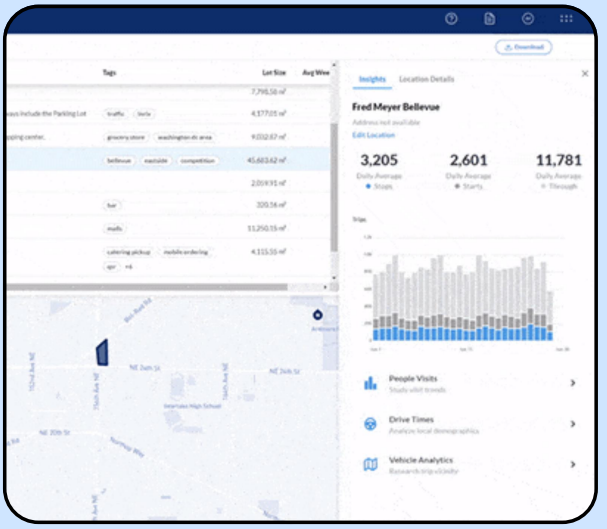
Sitezeus

- The property card is aligned to the left side of the view, taking advantage of the view's full height and is scroll-able.
- Information is not well organized, making it difficult to reason about.
- Action buttons are located at the bottom of the card, encouraging the user to act after viewing the whole information.

Google Maps

- The property card floats over the map and is aligned to the left side of the view, taking advantage of the view's full height and is scroll-able.
- Both property card, and search results card are visible, allowing the users to easily view different properties
- Action buttons are located at the center of the card, allowing users to act quick.



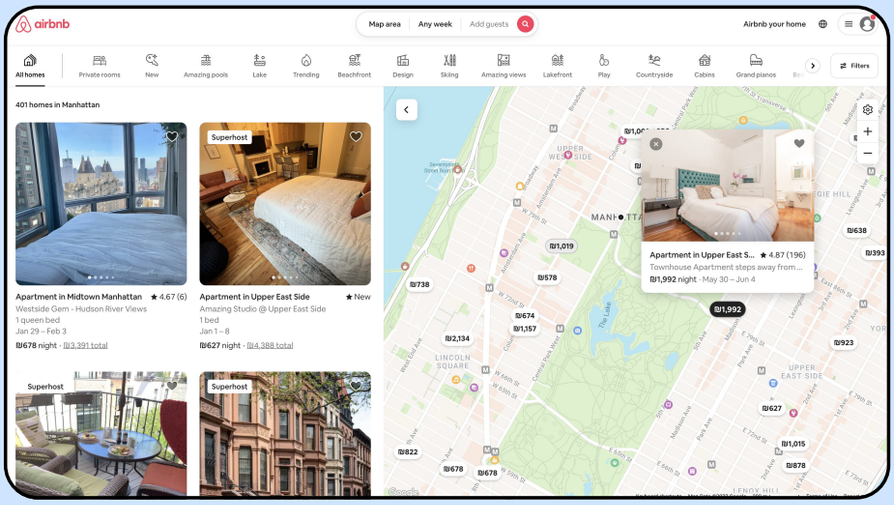


Inrix

- Both property card, and search results card are visible, allowing the users to easily view different properties.
- Action buttons are at the bottom of the card, encouraging the user to act after viewing the whole information.
- The extended use of graphical elements such as charts, icons, different font sizes and colors assist the user in understating the information.

Airbnb

The property card floats over the map, located near the location of the property on map. This allows the user to stay focused on the map, but also limits the amount of content that can be placed in the card.



Report

The competitive audit report and bullet-point summary provide a structured analysis of competitors' UX designs, offering clear insights to guide Placer AI's feature development.

Location

Card location varies (top, left, floating) affecting user focus and information hierarchy.

Scrollable

Scrollable designs allow for more content but require user interaction.

Visualizations

Visual elements and organization significantly impact information clarity and user understanding.

Multiple Cards

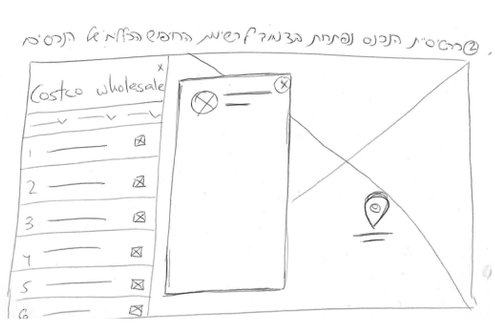
Simultaneous visibility of multiple cards (property and search results) enhances comparison.

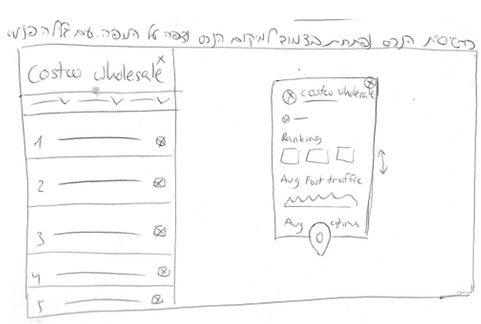
Action Button

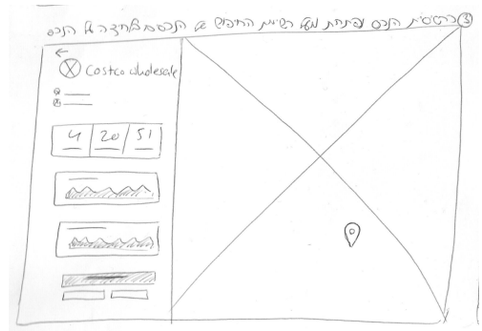
Action button placement influences user behavior (immediate action vs. informed decision).

Paper Wireframes

I created low-fidelity paper wireframes for all the possible ideas I could come up with. I analyzed the screens for general usability and to weed out confusing elements.







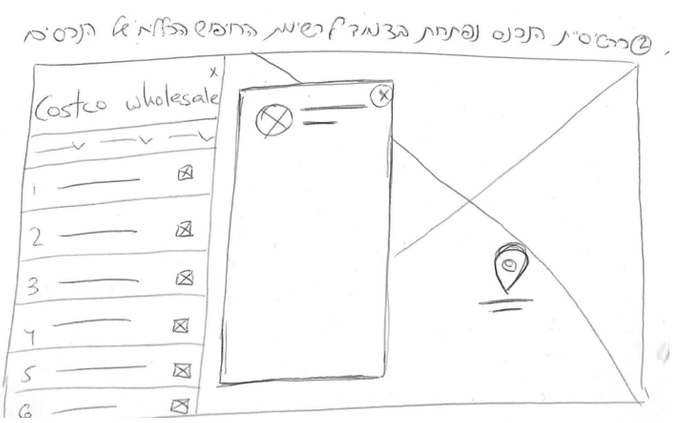
Wireframes Review

Pros

- Familiar view for placer's users
- Highlights property location on map
- Easy transition between property listings

Cons

- Tab hides large parts of map and assets, making it difficult to navigate to them.
- Limited information in small tab area
- Difficult to quickly consume information (scroll needed)



Pros

- Large card displays extensive information
- Easy transition between property listings
- Convenient map view

Cons

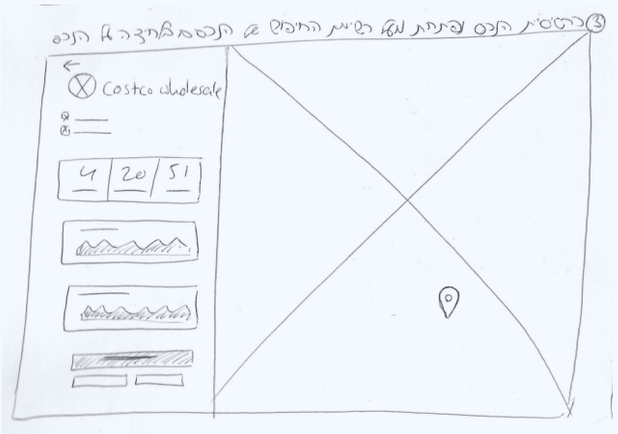
- Screen may feel cluttered due to cards hiding almost half the view

Pros

- Large card displays extensive information
- Highlights data of single property, allowing in-depth exploration
- Allows a convenient map view

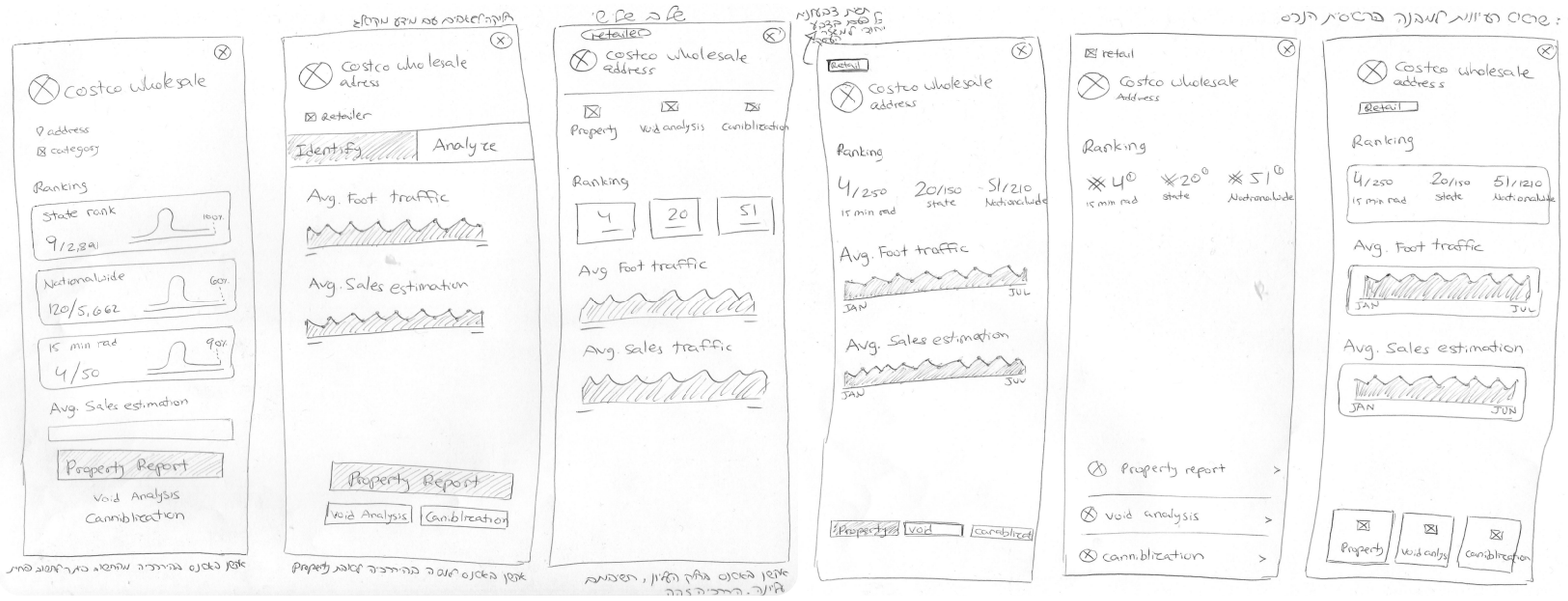
Cons

- Doesn't allow transition between property listings in search results



Property Card Wireframes

After sketching and deciding where the property card will be positioned on the screen, I started to sketch the structure of the card itself. Again, I created low-fi wireframes and sketched as many possible solutions i could come up with



Wireframe Selection

After sketching all the possible solutions for the property card, I examined them in order to pick the best ones for Placer.ai users needs. The questions I asked myself where:

Visual Consistency

Which design option best aligns with Placer.ai's existing design system and brand guidelines while enhancing usability?

Information Hierarchy

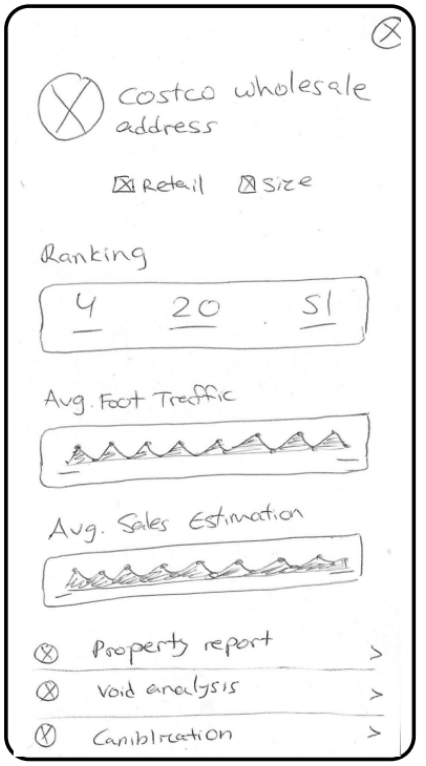
What information will users want to see first? How can we prioritize and display the most crucial data while maintaining a clean, uncluttered interface?"

Intuitive Interface

How easy is it for users to find and use action buttons, and to dig deeper into the property information when needed?

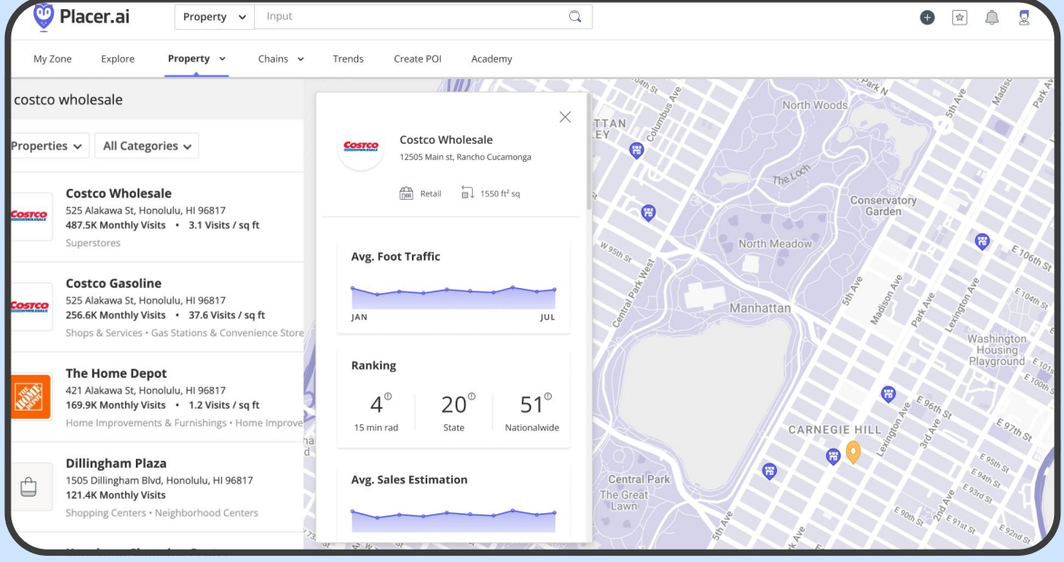
Refined Wireframe

After carefully evaluating various wireframe options against our key criteria, I synthesized the most effective elements into a final wireframe model. The refined wireframe addresses core user needs while optimizing information hierarchy and maintaining visual consistency with Placer.ai's design language. It represents a balanced approach that prioritizes key data and supports intuitive interaction.



Visual Design

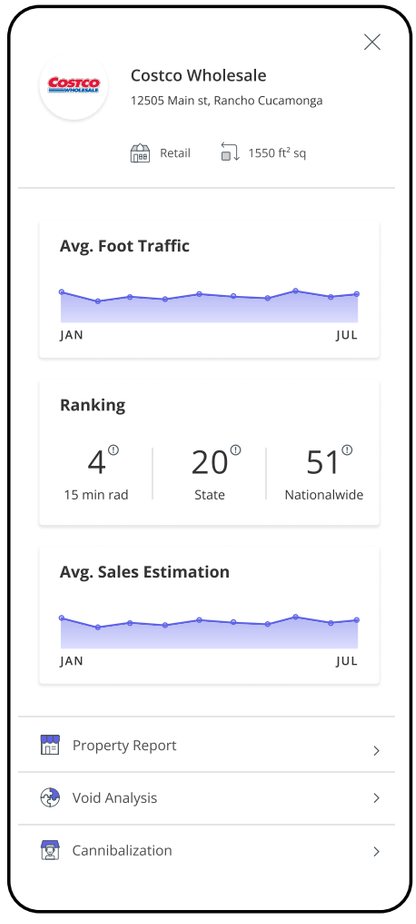
Finally, I transformed the best paper wireframes solutions to visually designed mockups. I relied on Place.ai design system in order to maintain consistency throughout my designs.



The property's main details, including address, category and floor space, are shown at the top, allowing users to quickly identify the property relevancy.

Hovering above an info icon would display a tool-tip with additional info about the rank. It eliminates the need for excessive elaboration and allowing a clean and clear visual display of the ranks.

The data overview feature is based on a quick impression and transition between assets. Therefore the importance of the in-depth reports decreases and located at the bottom of the screen



Property category and floor size are visually presented with relative icons, for quick identify

The hierarchy of actions is from most important to least important to users. The "Property Report" action button is the most important because it is the only one that currently exists in the product.

Thank You!