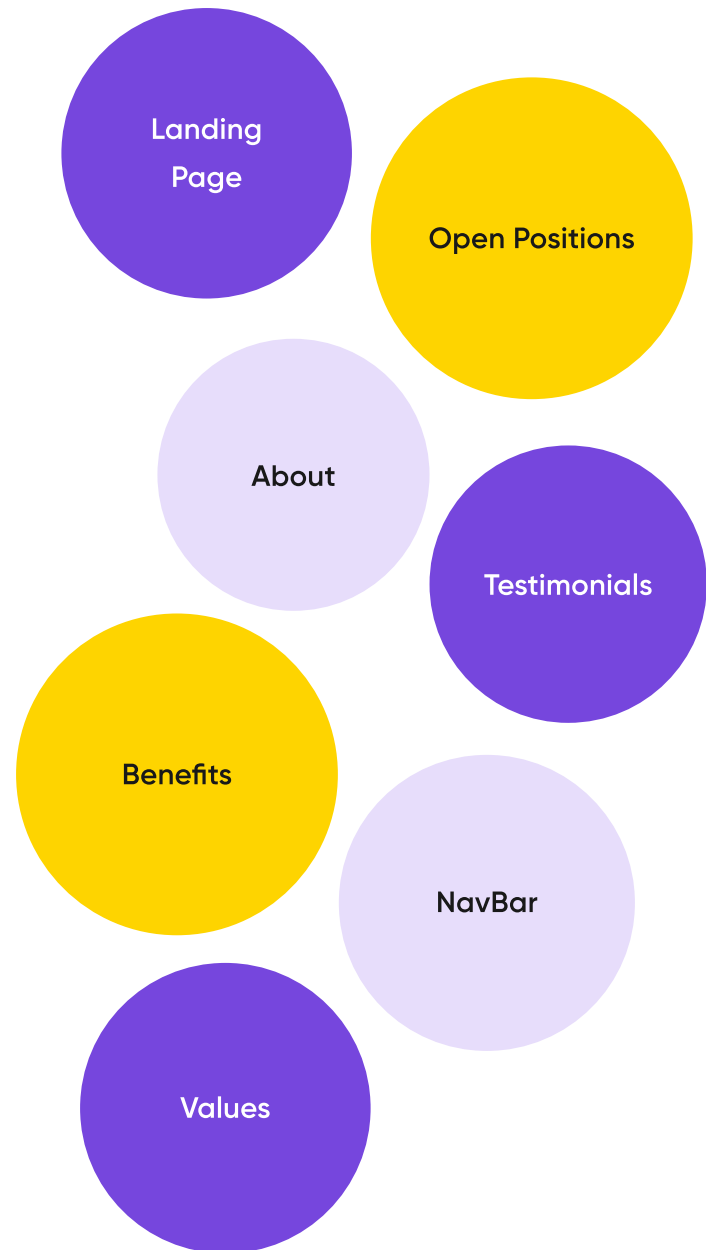


Benchmarking

Benchmarking involves comparing the user experience of a product or service with industry standards or competitors to identify areas for improvement and set goals for optimization. The goal of benchmarking in UX is to ensure that a product or service is user-friendly, intuitive, meets the needs of its target audience and sets the expectations for the client.

Design wise, I took Spotify as a benchmark and then further took the competitors of Housing.com such as Zillow, Redfin, Opendoor, Magicbricks, NestAway, NoBroker. I also included REA Group as came under the aspirations of the client. Here are some of the key learnings:

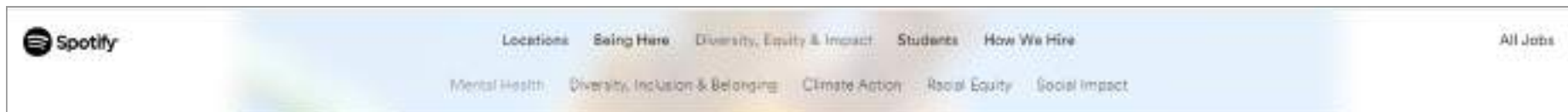


Spotify

Fun . Empathetic . Inclusive . Trend Setter . Interactive

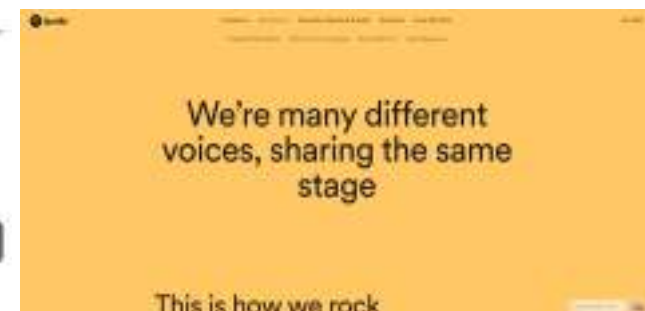
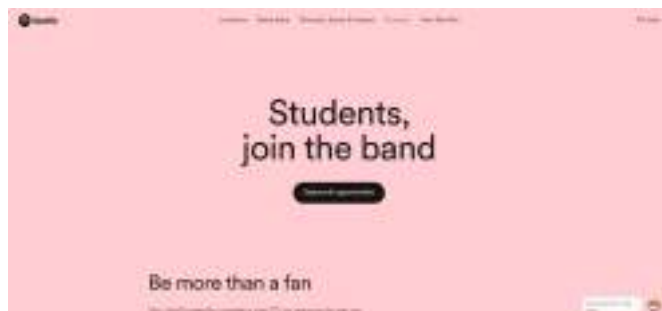
NAVBAR

- **Dual navbar** is used to have more categories without being cluttered
- As you scroll down, one of them collapses



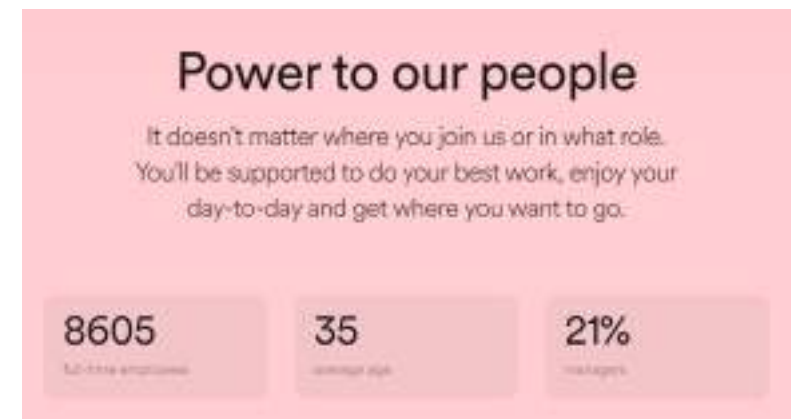
LANDING PAGE

- **Empathetic** text based Landing pages
- Each topic is of a different brand colour
- Visible sense of humour, a cool but **collective voice**



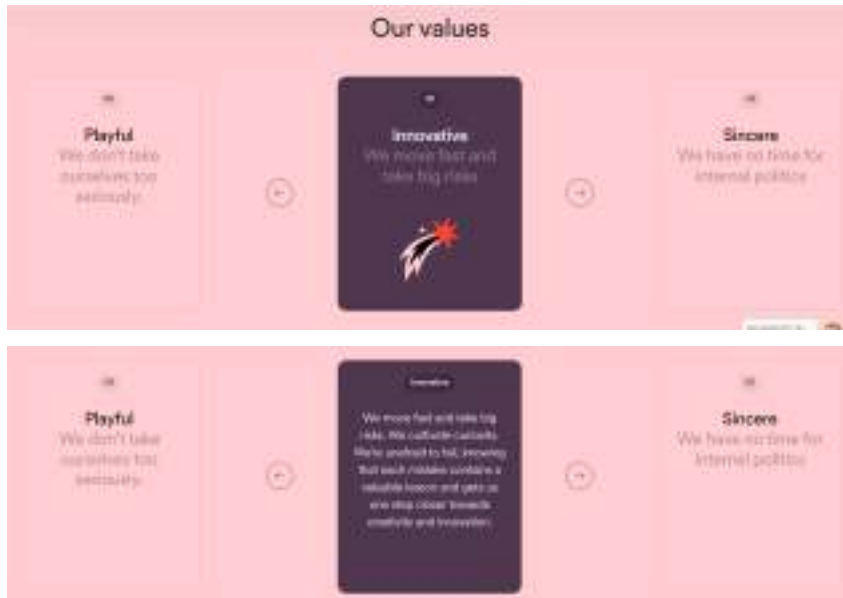
ABOUT

- Usage of **data** to display transparency, trustworthiness and openness in the company
- To break from the text blocks, they use **big headers**.
- **Interactive** gallery
- The background changes on scroll as a new section emerges



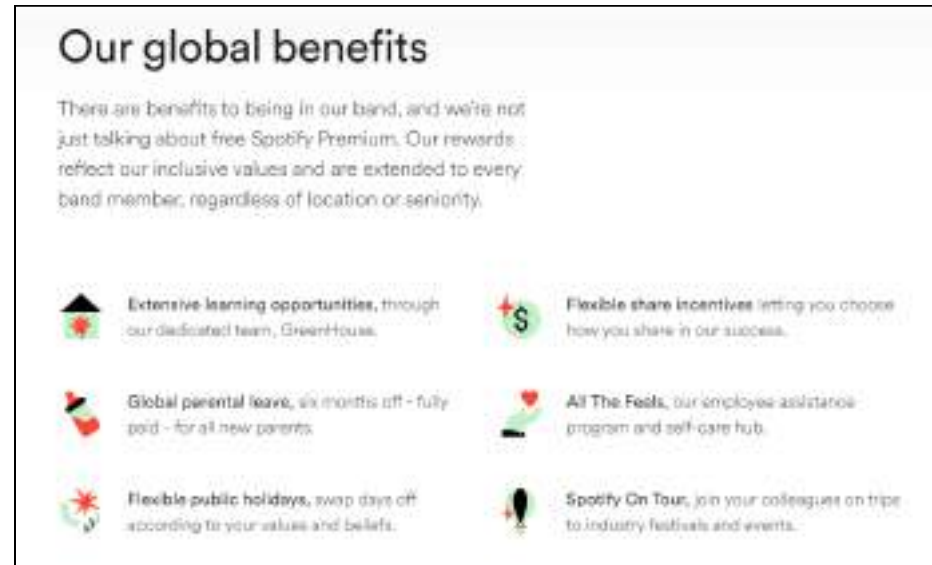
VALUES

- Clear distinct values in card format
- Interactive



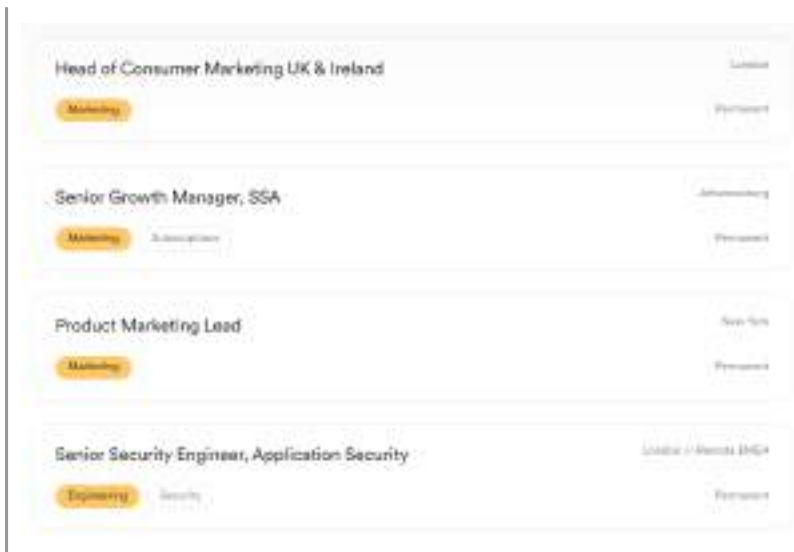
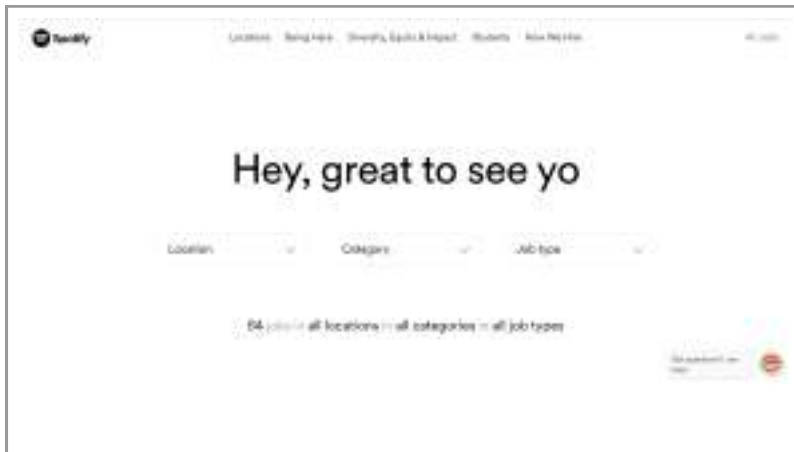
BENEFITS

- Simple points are made with **unique iconography**
- Hierarchy is maintained



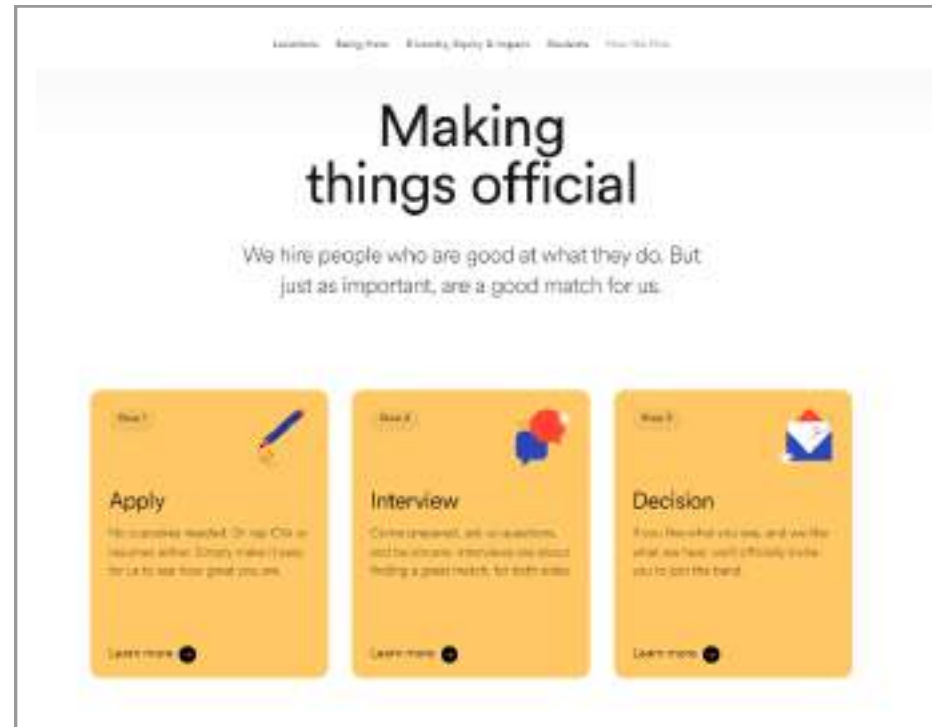
OPEN POSITIONS

- Changing typewriter effect text on the job listing page
- Clear **classification** with tags
- Proper filtration to find the job



HIRING PROCESS

- Neat cards to show the hiring process hence again displaying **proper structure** and transparency.
- Empathetic copy



Zillow

Cluttered . Inclusive . Aware

NAVBAR

Pros

- **Dual navbar** is used to have more categories

Cons

- Too many categories are making the nav bar **cluttered**
- On scrolling down, the entire nav bar disappears thus making it a **pain** to access it later.



LANDING PAGE

- **Search bar** on landing page present to fasten the process to find the right job
- One hero title with a description



ABOUT

- An infographic to display the working of Zillow.
- Trust building facts put in blue boxes.



VALUES

- Values written with suitable icons
- Additional information given about what they expect from their leaders
- Usage of blue box helps start the page on the right foot.

Con

- Values written feel very **cluttered** with reduced hierarchy due to the absence of defined categorization.



BENEFITS

- User is redirected to a new page to learn about the benefits

Pros

- **Inclusive imagery** is used
- The **benefits have been classified under categories** like health, financial well being and more
- Each benefit is further explained

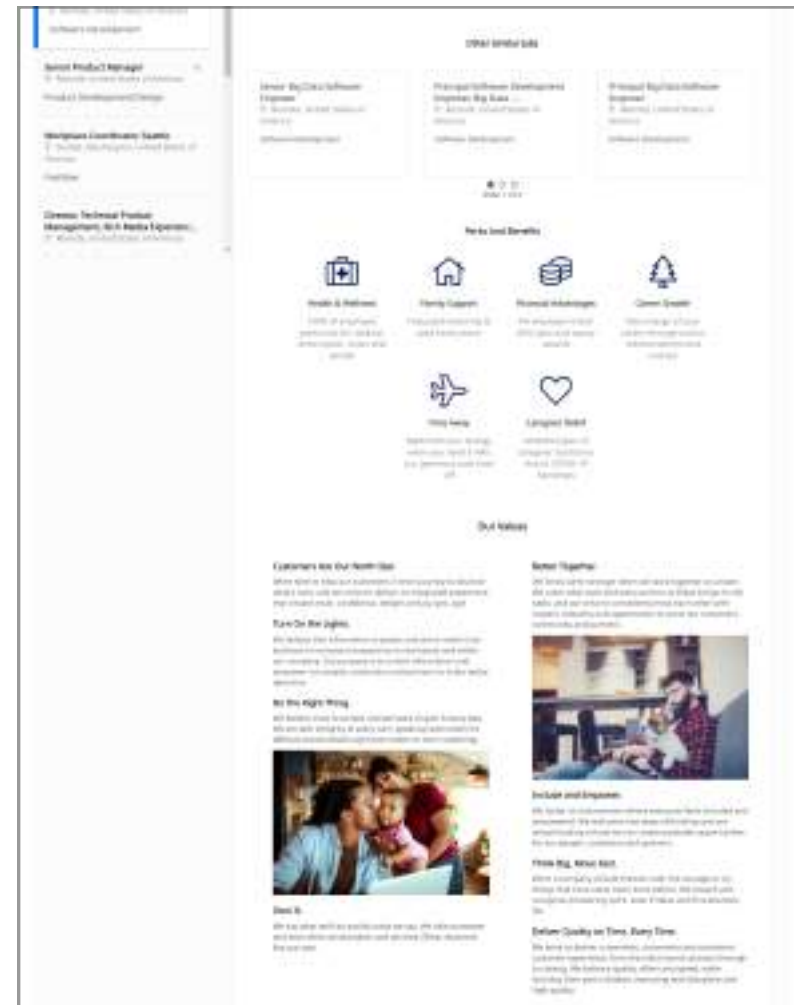
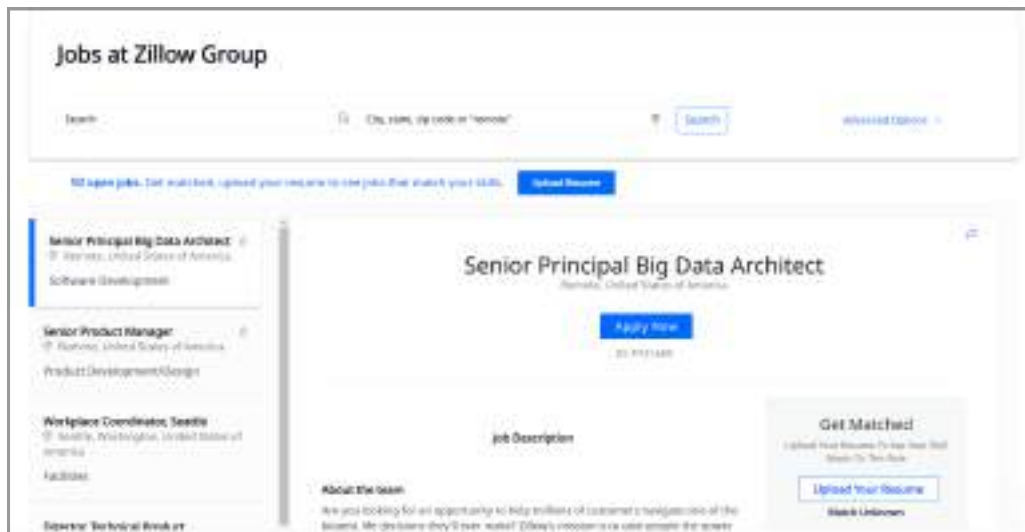
Con

- All the benefits are visible after 7–8 scrolls. In such cases, the user might **not be able to collectively remember** and process the information.



OPEN POSITIONS

- Filters given to get exact listing
- Tags are provided to make the search faster, although **too many tags** might cause an overload.
- Benefits and Values are given at the end in case the user can come to the job board through a separate link
- Other **similar jobs** are given at the end of the listing.
- User is also further reminded of the benefits and values of Zillow



TESTIMONIALS

- Testimonials by the employees are given
- Images are not professionally taken



“Zillow is a company with a heart. 2020's events have been disruptive, chaotic and tragic in so many ways. To be with a company that leads with humanity and leads with heart has been extremely exciting for me. They've continued to put employees at the center of their decisions in a very genuine, honest way, in a very human and humane way.”

Scott Eason | Recruiter



“At Zillow, you feel like you can put your family first and not fear for your employment. That's something that's an intangible, something hard to reproduce in Corporate America. After experiencing what it's like to work at Zillow, it would be very hard for another company to recruit me away.”

Michael Danner | Regional Sales Executive



“Zillow has a very inclusive culture where we try to ensure that each member feels they have a sense of belonging. We encourage each employee to show up as their authentic self because only then can we produce our best work and create the best products for our customers.”

Wren Lau | Software Engineer Manager

Redfin Professional . Structurally Defined

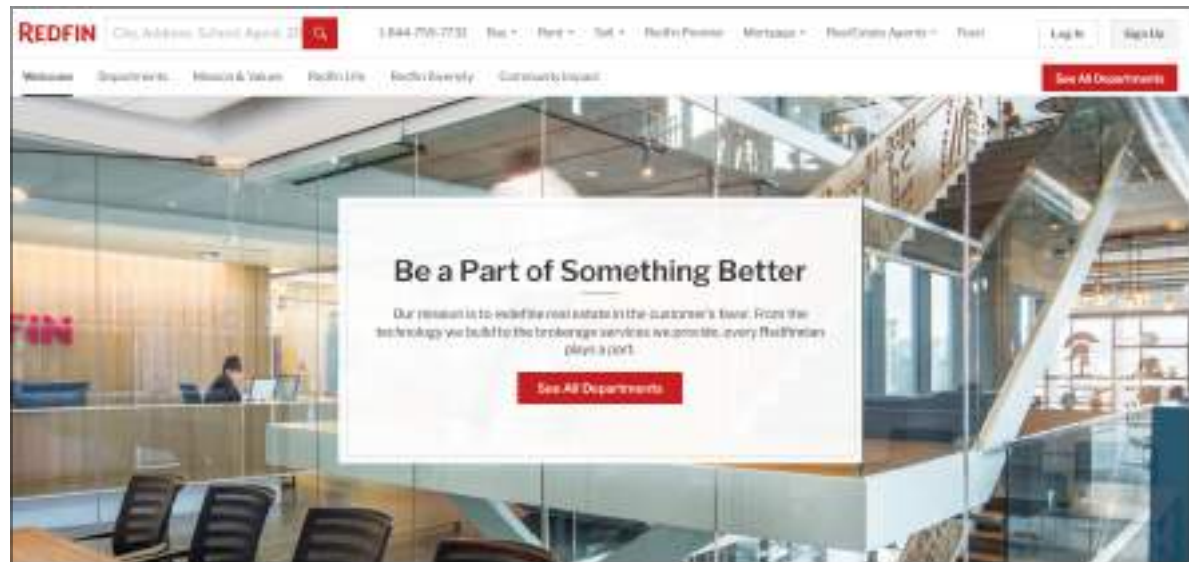
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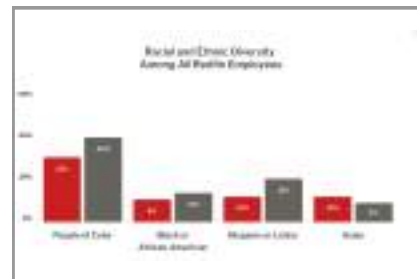
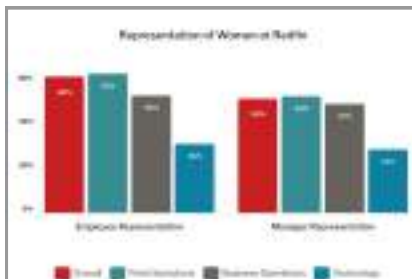
LANDING PAGE

- Image with context
- 2 CTAs (Call to Action) buttons visible



ABOUT

- Video about employee is given along with awards won, this helps in gaining more credibility and develops trust
- **Statistics** are given that helps develop transparency and yet again develops trust.



VALUES

- Values are written with a **good clear hierarchy**

<p>R</p> <p><i>Radiant</i></p> <p>Netflix has built a culture culture built on only when software engineers can be out of office when it is possible people are service oriented and just when it is when the two values of our business can work together as one. Service is a good word for it. It's everyone's responsibility. Our mission is to make people love our employees, our products and our customers.</p>	<p><i>Fine</i></p> <p>Fine in the belly to change the game</p> <p>Mission driven Works to make that a passion.</p> <p>Take charge Acts like an owner, regardless of title.</p> <p>Entrepreneur Finds the job, often in a new way.</p>	<p><i>Wow</i></p> <p>Delight the customer</p> <p>High standards Does what it takes to deliver the unexpected.</p> <p>Credibility Makes it easy to trust.</p> <p>Fun Makes people smile.</p>
<p><i>Rally</i></p> <p>Everyone is a leader</p> <p>Inspirational Helps the team rally for the team.</p> <p>Curious They let a good conversation be the difference, not the conversation.</p> <p>Proactive Does it before it's asked for, but not before it's needed.</p> <p>Resourceful Makes the most of what they have.</p>	<p><i>Genuine</i></p> <p>Everyone sweeps the floors</p> <p>Caring Stops to help others, doesn't just walk by.</p> <p>Humble Never says "I" without "we".</p> <p>Resourceful Does what it takes to get the job done, but not at the expense of the company.</p>	<p><i>Honorable</i></p> <p>Do the right thing</p> <p>Customer first Always puts the customer's interests first.</p> <p>Transparent Tells the truth regardless of consequences.</p> <p>Respectful Treats everyone with respect.</p>

BENEFITS

- Benefits are shown mostly being text based.

Con

- They are not as attractive and hence can be easily ignored thus reducing the chance of a potential employee going through them and getting interested in the company.

Pile on the perks!

Based on your role and location, our comprehensive benefits include:

Total Compensation In addition to a competitive salary, you could be eligible for bonuses, a range of 401(k) plans, and our ESPP (employee stock purchase plan).	Healthcare Choose from various full-family medical, dental, and vision plans, with minimal out-of-pocket expenses.	Paid Time Off Enjoy three weeks of paid vacation and 10 paid holidays, plus eight sick days.	Zero Agent Fees Totalling more than \$28K per year, we pay our agents' phone minutes and data, mileage, state license dues, association fees, MLS dues, and more.
Real Estate Savings Buy or sell your home with a Redfin Agent and get extra savings on top of excellent service.	Parental Leave We offer generous, fully paid leave for mothers and fathers, including adoptive parents.	Career Advancement Take advantage of a wide range of training and continuing education opportunities to advance your career.	Commuter Benefits Spend less money getting to and from the office with our transit subsidies, plus purchase all of your transit and parking on a pre-tax basis.

LOCATION

- Details about the location is given for more clarity
- Has a simple interaction to it

Home sweet home

Home sweet home

Home sweet home

Redfin Agents operate in 40+ markets across the US, and currently have over 100 offices. To see if you're in one of our markets, click on a location on the map below to get more info.

See all cities

Seattle HQ

San Francisco

TESTIMONIALS

- Testimonials by the employees are given along with image to help visualise better



OPEN POSITIONS

- Open positions are not directly listed. One has to find their category and then look into its listings.

Con

- Due to the image size of each category (extra scroll) and **no search bar** being there, user might undergo cognitive load in order to find the right category for them.



Opendoor

Friendly . Clean . Warm

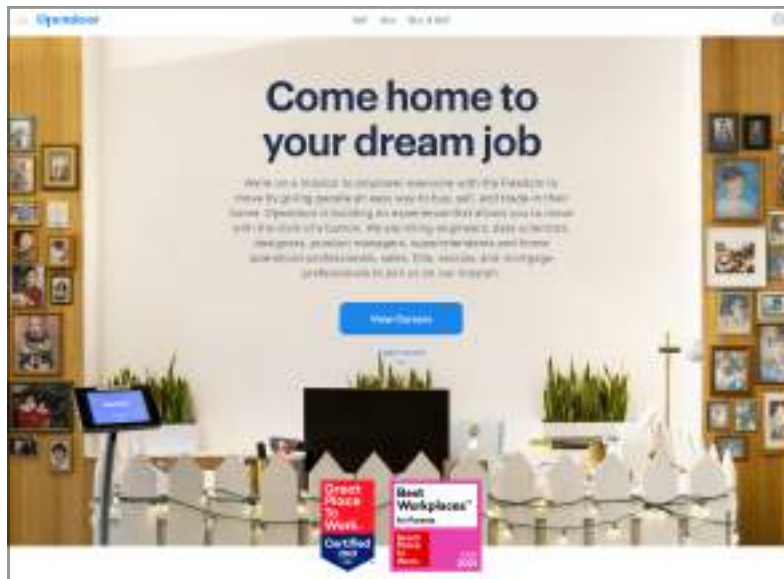
NAVBAR

- Nav bar is **same** as the one on their product webpage



LANDING PAGE

- Hero title along with context is written
- Clear CTA







ABOUT

- Video explanation given
- **Warm friendly** copy
- Details about the the company and their thought process is given



Employee Resource Groups

Our employee resource groups are led by teammates who are looking to create a community built on equity and belonging. These groups of identifying team members (and their allies) work together to create a space for support, advocacy and mentorship within Opendoor and our local communities.

 Veterans	 WOO Women of Opendoor
 People of Color	 Pride

VALUES

- Values are written with a **good clear hierarchy** along with infographics
- Short paragraphs

Our company core principles are the foundation for everything we build

 Start and End with the Customer <p>We listen, build, and execute to improve the lives of our customers. We put in the hard work when no one is looking to delight customers.</p>	 Act from Ownership <p>When we see a problem, we roll up our sleeves and fix it. We hold ourselves accountable because it's our home and it's our responsibility to take care of it.</p>
 Build Openness <p>We are open, honest, and direct about problems and seek the truth. We assume good intentions and treat feedback as a gift.</p>	 1% Better Every Day <p>We value growth mindset and curiosity. We're a place of humility. We are energized by constantly improving.</p>
 Startup Mentality <p>We move fast, iterate with urgency, and take timely action without sacrificing quality. We are relentlessly resourceful.</p>	 One Team, One Dream <p>Our superpower is a diverse community that combines technology + operational excellence and talent + respect. We win through teams and we care for each other professionally and personally.</p>
 Results Matter <p>We focus on outputs and outcomes and hold ourselves accountable to setting ambitious goals. We have a high bar for our performance to the goals, needs, and results.</p>	 Celebrate Moments <p>We work tirelessly for our customers and teammates as we take the time to celebrate moments big and small.</p>

BENEFITS

- **Happy**, empathetic copy
- **Easy to understand** benefits along with infographics

It's important to us that everyone feels healthy and happy

- Save for tomorrow**
Select our Flex Plan or Roth 401k plan to save towards retirement.
- Healthy Healthcare**
Medical, dental and vision is 100% covered for employees.
- Family Planning**
We offer specialty programs like Carrot, Cleo & Ginger.
- Flexible vacation**
Most of our team take at least 20 days off per year to decompress and be their best.
- Resource groups**
Join the group that works for you.
- Income protection**
100% company sponsored life insurance short term and long term (Buddi).
- Other**
Flexible spending account.
Counselor benefit.
Employee assistance programs.
Ona Medical.
Paid parental leave.

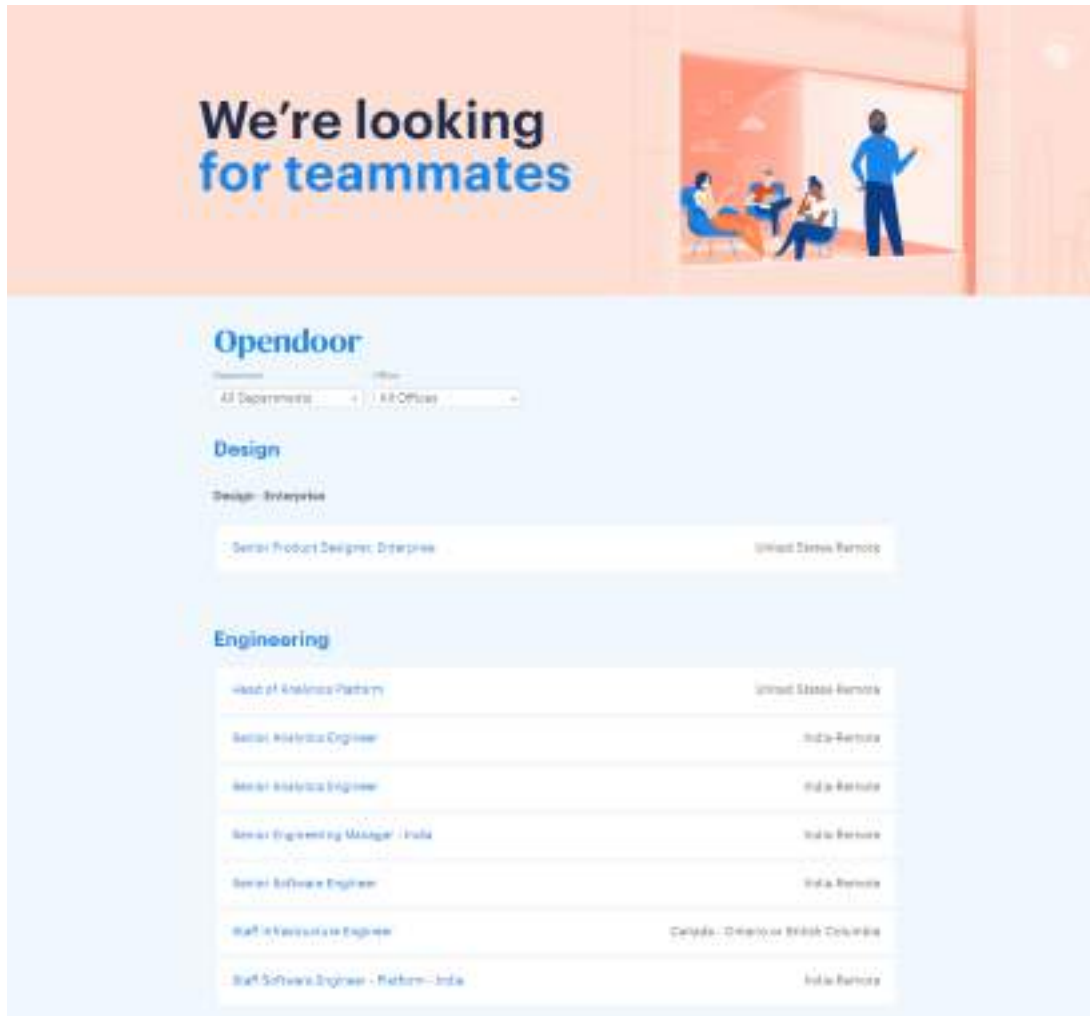
TESTIMONIALS

- Testimonial by an employee is stitched with a gallery



OPEN POSITIONS

- Option to check all open positions at once through the CTA on landing page or through the categorization given after a few scrolls

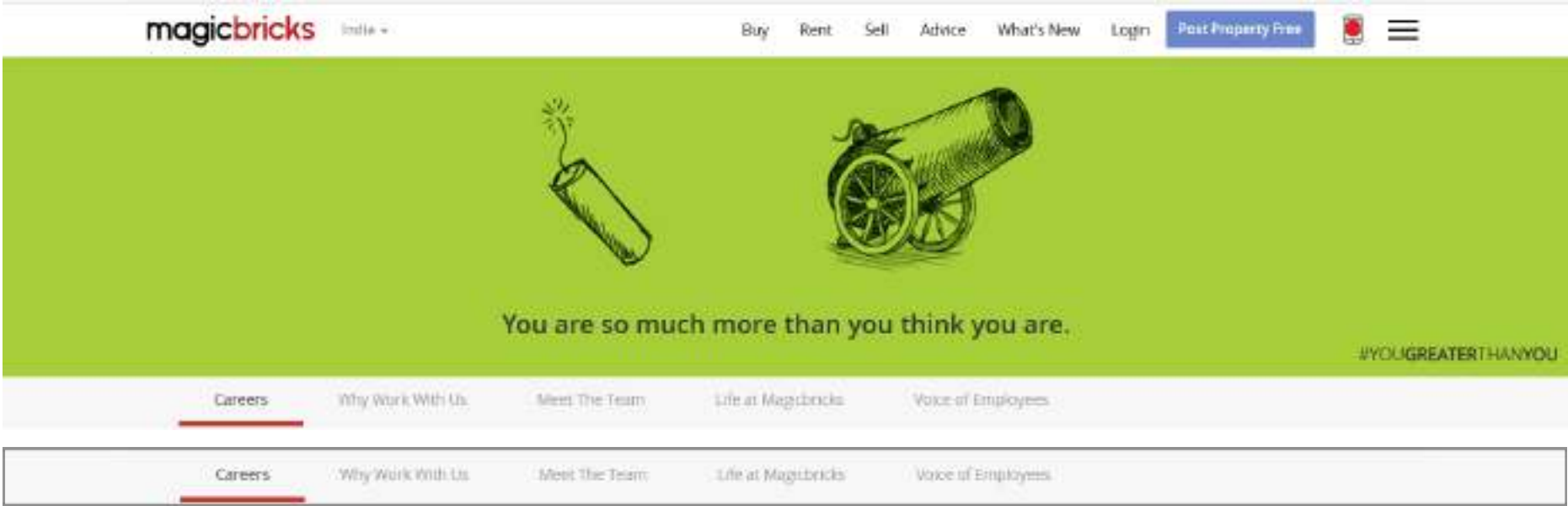


Magicbricks

Cluttered . Unfocused . Non Empathetic

NAVBAR

- Dual nav bar with an image in between

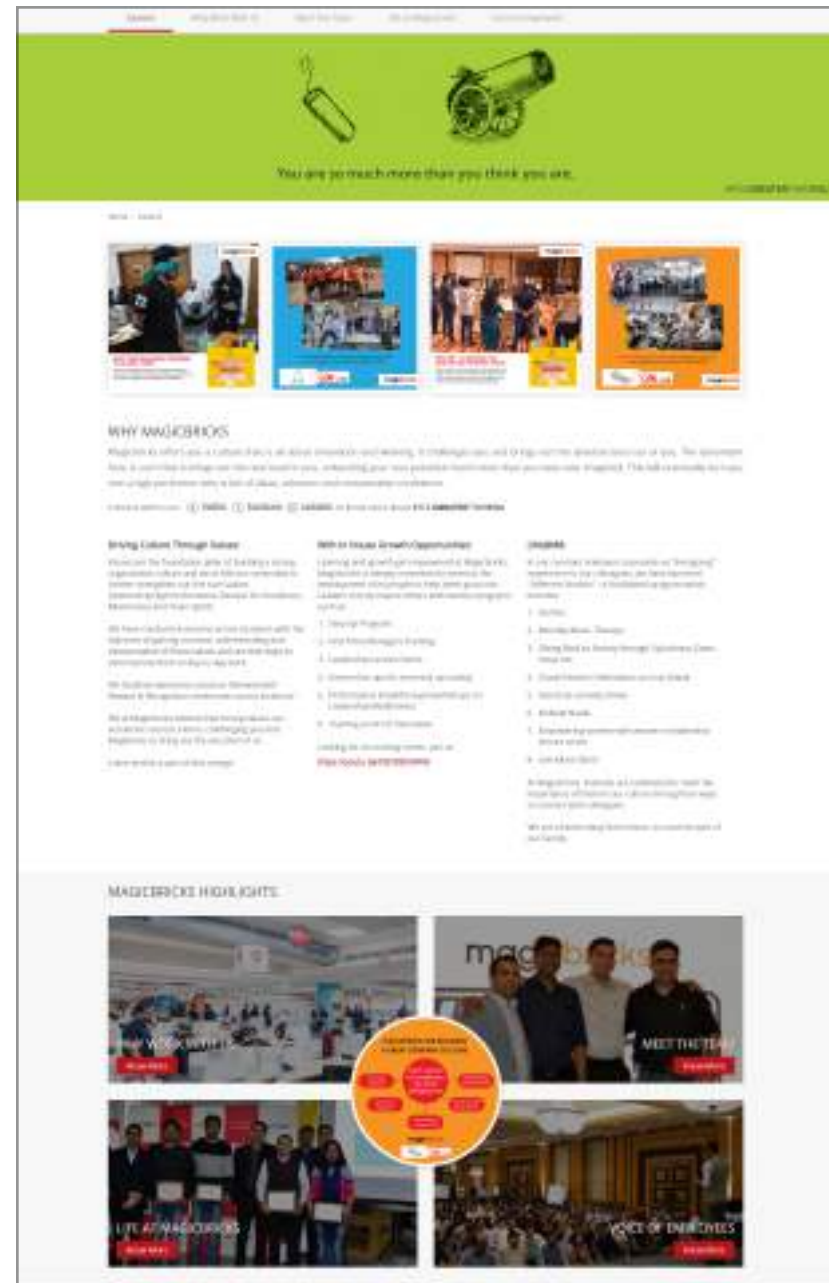


LANDING PAGE

- Breadcrumbs are given

Con

- A chaotic landing page with **no clear focus** or CTA



LANDING PAGE

- Mention of programs and policies
- Gallery to show workplace ambience
- Team and their designations are given

Cons

- **Outdated graphics** are used with no proper design language or hierarchy



VALUES

Cons

- Values in pure paragraph based format, thus decreasing the chances of the user reading them
- Shares the screen with other two paragraphs which makes the entire screen **unattractive, boring with no focus**

Driving Culture Through Values:
Values are the foundation of driving a strong organization culture and we at MB are committed to a culture that gives our business vision. Start at this High Performance Factor for Successful Mentoring and Team Spirit.

We have created the success culture with the objective of giving a better understanding and more growth of some values in a more specific detail than in day-to-day work.

We further assessment is followed with Reward & Recognition programs across business.

We at Magic Bricks believe that being values are attributes success. Hence, challenging you and Magic Bricks is being out the very best of us.

Contacted for a part of this page

With In House Growth Opportunities:
Learn and grow get empowered at Magic Bricks. Magic Bricks is deeply committed to invest in the development of its people to help them grow into Leaders to truly inspire others with various programs such as:

1. Step Up Program
2. First Time Managers Training
3. Train@Work Live Series
4. External tie-ups for technical up-scaling
5. Performance breakthrough workshops on Leadership Mindfulness
6. Training on Art of Interviews

Looking for an exciting career join us
<https://youtu.be/0Q78305Wh0>

Life@MB:
In our constant endeavor to provide an "Energetic" experience to our colleagues, we have launched "Different Strokes" - A Fun@Work program which includes:

1. Zumba
2. Monday Music Therapy
3. Going Back to Society through Cyclethon, Dash Utsav etc.
4. Grand Festive Celebrations such as Diwali
5. Stand Up comedy shows
6. Nukkad Natak
7. Empowering women with women in leadership lecture series
8. Live Music Band

At Magic Bricks, Festivals are celebrated to mark the importance of them in our culture through fun ways to connect with colleagues.

We are a Home away from Home, so come be part of our Family.

BENEFITS

- The usual benefit are not written that generally invites the applicant

Con

- Opportunities and Life at Magic Bricks is given in a paragraph format thus again **reducing the aesthetics** of the screen and content.

With In House Growth Opportunities:
Learning and growth get empowered at Magic Bricks. Magic Bricks is deeply committed to invest in the development of its people to help them grow into Leaders to truly inspire others with various programs such as:

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TESTIMONIALS

Testimonials by employees are given all together

“I have been associated with Magnitude since 2015. Magnitude is a place where you can work passionately and aim to do things right. It is an organization where you can give your long mileage as Magnitude lets you grow while you are adding to growth. What I enjoy most is the fact that the company learning and skills, both professional and personal. Moreover, Magnitude is like an extended family and every colleague who is a member of the Magnitude family shares a lot of camaraderie and bond that is unique in itself. If you experience it, you won't really know what you are missing.”



NEHA LOHANI
(UX PROFESSIONAL)

RAGHAVAN KRISHNAN
(BRAND MANAGER)



“I have immense pride in the incredible amount of growth (and success) that has been put in each program till date. After completing 7 years with Magnitude, I am still excited about our launches. The energy is quite contagious and keeps me motivated always. Thank you Magnitude for making this happen.”

“I have been privileged to be a part of Magnitude over the years witnessing the growth and opportunities developed in real-time by Magnitude. We have positive atmosphere at every level. People are down to earth, easy to approach and very helpful. You can go to anyone from someone that can help you. People that appreciate and recognize for their hard work and dedication. Magnitude has provided me the space to learn to grow within & flourish in the career life professional. I am happy to work at Magnitude and every morning I come to office, I am excited to working with enthusiastic team mates.”



PREETI SINGH
(UX PROFESSIONAL)

THIS CAN BE YOU



[View Gallery](#)

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(UX PROFESSIONAL)

THIS CAN BE YOU



[View Gallery](#)

OPEN POSITIONS

- Job opening are given with the categorization of departments
- By clicking on “know more” a pop up comes up with the job description and a email id to apply at

CURRENT OPENINGS

- All Openings (47)
- Product (10)
- Leadership (1)
- Technology (37)
- Sales - All Functions (5-6)
- Others (2)

All Openings

- Job Title: UX - Designer
Location: Huda / Bangalore
[Know More](#)
- Job Title: Content Writer - Product
Experience: 2 - 4 years - Location: Huda
[Know More](#)
- Job Title: SEO Head / Team Lead
Experience: 12 - 15 years - Location: Huda and Bangalore
[Know More](#)
- Job Title: Software Engineer / Sr. Software Engineer - Java
Location: Huda - Experience: 3.5 to 6.5 years
[Know More](#)

UX - Designer

Years of Experience: 6-9 years
Location: Bangalore

To work with the UXD team for the company through accurate workforce planning and in line with the business line of Magicbricks and leading to better user experience for all products.

What will you deliver?
Product design thinking

- Good problem solving skills
- Will be responsible for designing UX of various products within the portfolio of Magicbricks
- Will be responsible for designing and thinking for an innovative and engaging UX Design of the product
- Collaborate with technical architects, UX designers, stakeholders and multidisciplinary teams to help projects design deliverables align Brand and Design System.
- Build Mockups & Wireframes for New and Incremental product features

To apply on this job, email your resume at ta@magicbricks.com

Nestaway

Short . Crisp . Clean

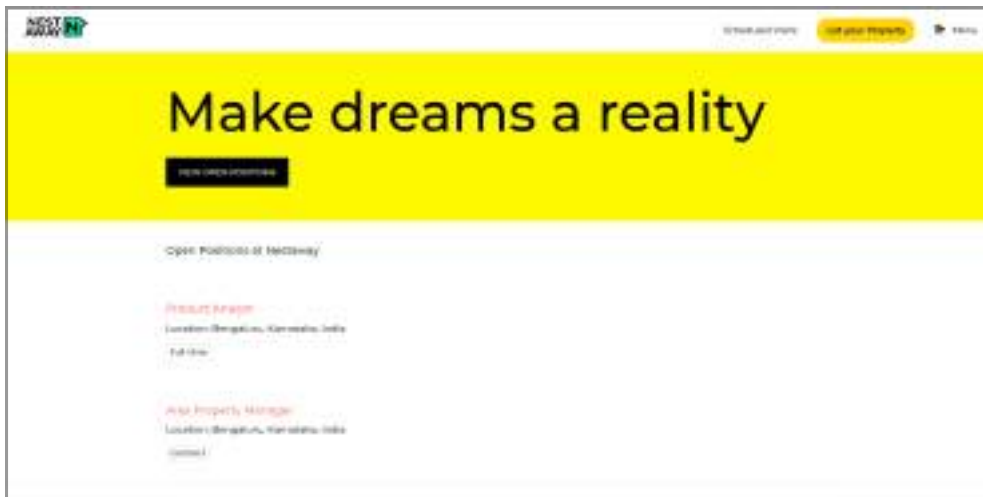
NAVBAR

- The **nav bar remains the same** as the product website apart from the removal of location and gender



NAVBAR

- To the point landing page with an encouraging message and a CTA
- Available positions are directly listed below



OPEN POSITIONS

- No filter is given to see the open positions
- The description opens up below the position and does not redirect the user to a new page
- Job description is kept to the minimum with a simple form to apply
- There is a **good hierarchy** in the entire structure while staying minimal

Open Positions at Nestaway

< Openings at NESTAWAY

Product Analyst

Location: Bengaluru, Karnataka, India

Full-time

Job Description

If you are intellectually curious and are committed to boosting data insights & insights to actionable work items, here are challenges that may be in the role for you!

What you'll do:

- Apply your expertise in quantitative analysis, data mining, and the presentation of data to see beyond the numbers and understand how our users interact with our product.
- Partner with product, engineering and business teams to solve problems and identify trends and opportunities.
- Defining and tracking success metrics.
- Analyzing product performance and its optimization.
- Inform, influence, support and evaluate our product decisions and product launches.

Minimum Qualifications:

- 1-2 years of relevant experience in analytics domain (Preferably candidates who have worked in in-house analytics team of a start-up)
- Thorough knowledge of and experience with SQL and Excel
- Knowledge and experience with R/Dycho is preferred but not mandatory
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy

#COMPW3

- Adapt at a series, report writing and presenting findings/making inferences helpful for business decisions.

First Name*

Last Name*

Email*

Phone*

Upload Resume*

APPLY

NoBroker Regular

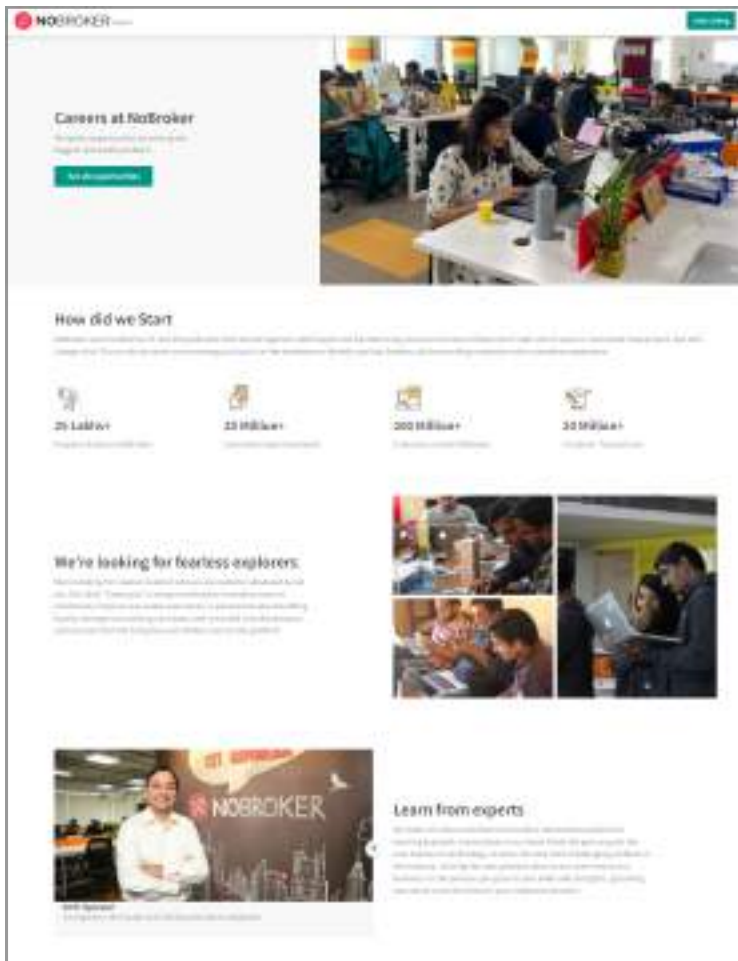
NAVBAR

- Nav bar is **different** than the one on the product website
- It has a clear CTA and no other option



LANDING PAGE

- Hero image with context and CTA
- There are 2 CTAs on the page with the same meaning but **different wording**

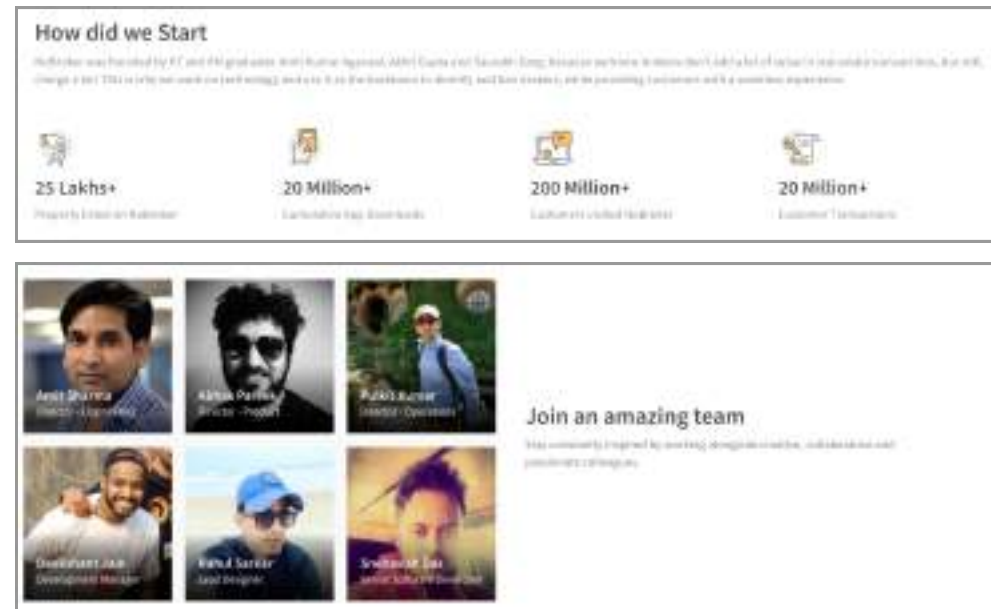


ABOUT

- Have a short intro
- **Statistics with infographics** draw attention and develop credibility and trust
- **Lead team** members are visible

Con

- Images of the team member are not professional

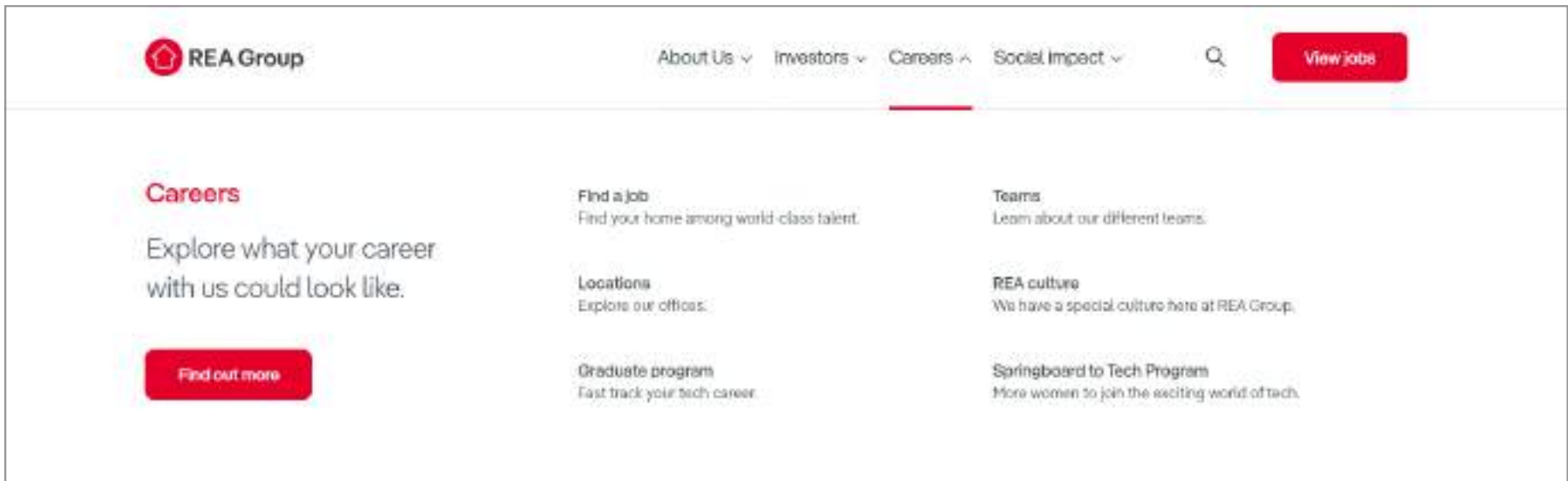


REA Group

Professional . Inclusive . Defined . Trustworthy . In Depth . Leader

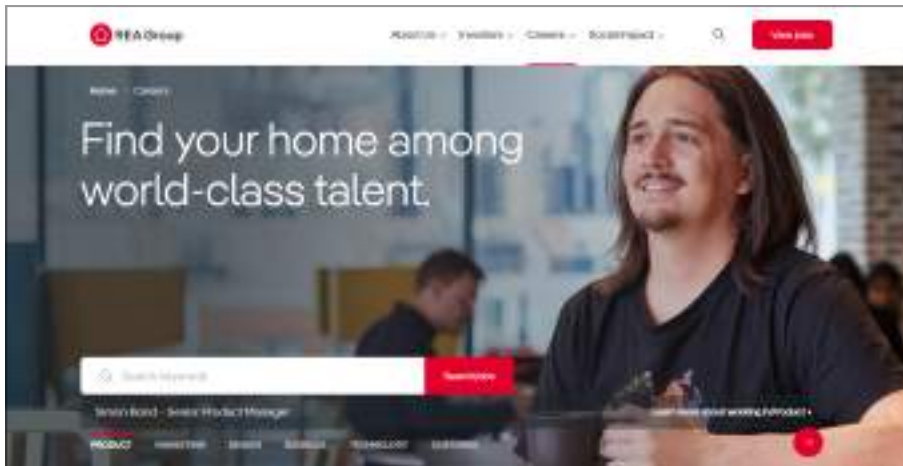
NAVBAR

- The Nav bar remains the **same** as on the product website as “Careers” itself is an option on it
- Through the drop down menu, **a clear CTA as well as quick links** are available that make the navigation easier and faster



LANDING PAGE

- **Search bar** is given to fasten the process of identifying available jobs
- The page also shows all the teams with the **name and image of the person leading it**. This kind of recognition shows how the company gives value to its employees.
- A quick link to learn more about a particular team is available, this helps in fastening the navigation process



ABOUT

- Specific information and images according to the team chosen is available. This helps the user know exactly what they need to know.
- The language is friendly and professional.
- Use of **statistics** helps develop transparency and trust.



OUR PERSISTENT COMMITMENT

Leading the way to improve how people experience property.

When it comes to providing the best products that are industry leaders in terms of how people spend the most of their money on property at REA, our global focus is on the success of the global market and the progress of the industry.

When you're committed to the best interests of our clients and our people, the way you work is the way you live. There's no limit to what you can do when you work for REA. And every person can make a difference. We're committed to providing the best products and services to our clients and our people. We're committed to providing the best products and services to our clients and our people.

It's a place for learning, innovation and learning for incredible results.

Home > Careers > REA culture

REA culture

We have a special culture here at REA Group. One that is driven by our people, our values, and our commitment to making a difference in the community.

Our values

Deliver the best products and services to our clients and our people.

[Read more >](#)

How we hire

Deliver the best products and services to our clients and our people.

[Read more >](#)

Community engagement

We're committed to making a difference in the community. We're committed to making a difference in the community.

[Read more >](#)

Diversity, equity, and inclusion

We're committed to making a difference in the community. We're committed to making a difference in the community.

[Read more >](#)

Innovator & inventor

We're committed to making a difference in the community. We're committed to making a difference in the community.

[Read more >](#)

Life at REA

We're committed to making a difference in the community. We're committed to making a difference in the community.

[Read more >](#)

BENEFITS


- While the company does not list down the usual employee benefits, it give a list of reasons on why that particular team is a great place to be at, along with communicating different causes they support on another page.

WHAT'S ON OFFER

How we help our people

We know life's more important than work, but we also know work has a big impact on life. Having a job you love, a clear sense of purpose and colleagues who care about you make everything a bit easier.

Sometimes combining life and work can be tricky, which is why we have benefits that cover health and well-being, flexible working and offer one of Australia's best packages for parents.



Supporting parents and families


In Australia, our parental leave offer* gives our people time to spend with new additions to their family.

- Twenty weeks leave at full pay for the primary carer (inclusive of annual leave accrued during this time) and six weeks paid as a lump sum on return to work
- Six weeks paid leave for the secondary carer
- Superannuation paid for entire period of leave (paid and unpaid) up to 12 months
- Flexible return to work for four weeks of 75% of agreed work hours, but of full pay

*Applicable to Australian based employees only


Careers that go places

Your career development is important to us, which is why we have a learning and development program that stretches beyond traditional training programs - don't worry, we still offer opportunities to attend conferences and courses also. We recognise that all our people have different motivations and aspirations, so we look to provide a pathway for your individual career that is open, sideways or upwards.




Culture and conversations

We value open and honest communication, and we make sure our people are always part of the conversation. We have many channels that you can contribute your ideas, provide feedback, or ask our leadership teams direct questions. We care about it so much we also run training on how to have 'real conversations' - so we can really talk straight and do it with heart.



World class leadership

We invest heavily in our people leaders. Our leadership development programs to



VALUES

- The company describe their values in a fun, fresh way with vibrant colours.
- They use their **logo outline** with a message instead of infographics.

THE VALUES WE LIVE BY

REA Group Values

It's important we share a common language about who we are and what's important to us. A common set of values that guide what we do and how we do it.

These are the REA Group Values. These are the values we live by.



Do it as one team

Everything we achieve, we achieve as one team.

No ego, no rivalry. It's our collective genius that gives us our edge and is why we stand by any decision that's made for the greater good of REA.

Company first, individual.



Do it with heart

People are the heart of REA.

Deep connection with each other, with our customers, our partners and our community makes life fun and without a need to slow it down.



Keep it real!

We don't expect anyone to fit a certain mould - we accept everyone for who they are, good and all.

When a line is drawn for all who listen, we open with each other and try to live it, respectfully.

We're not afraid to love enough, but take our work seriously and never compromise.



Inspire it

We're hungry for knowledge - and generous with it too.

Everyone has the potential to lead, to inspire others and learn. Likewise, we give and take feedback with an open heart and an open mind.

Our curiosity is endless, and every day we look out together to grow ourselves and others. We don't do comfort zones.



Own it

We get it done - creating stuff we know our customers and partners will love.

We're committed to achieving our goals no matter what challenges come our way. If there's a hurdle, we jump it. If there's a new thought, we'll build it.

We always seek to do the right thing, and if things don't quite go to plan we own it. We review what happened, learn from it and move on, more confident than before.



Re-imagine it

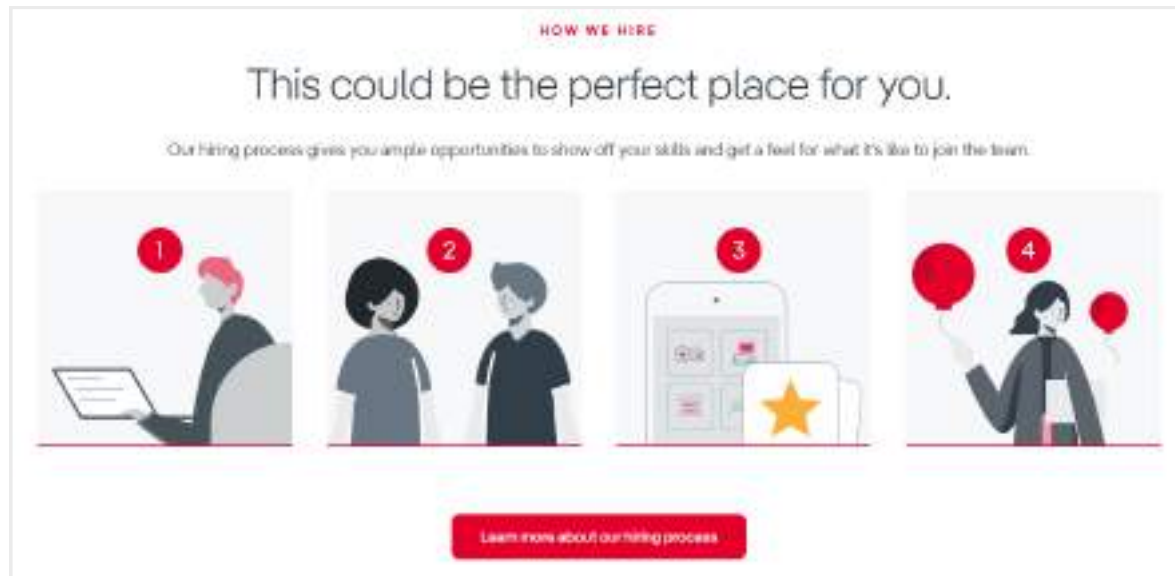
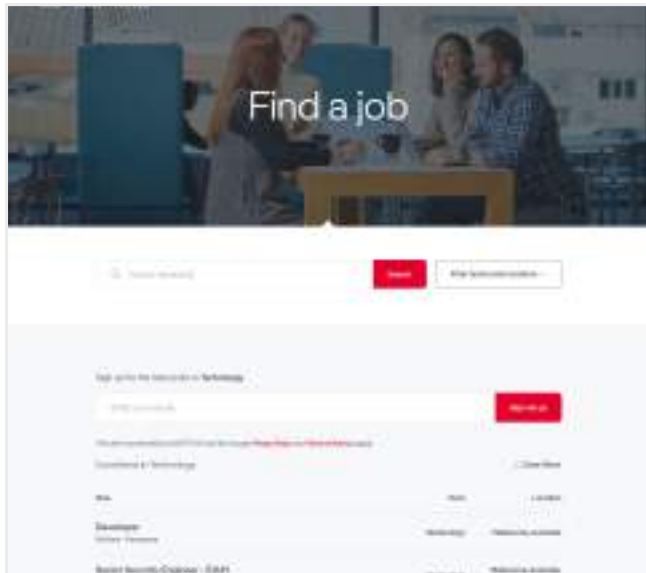
We're not afraid to try new things or fail fast.

We love experimenting, innovating. Working away at a great idea that will win our customers and partners. We're all about challenging the status quo and taking risks.

And at times, when it may feel uncomfortable, we know this is where the magic happens.

OPEN POSITIONS

- If looking into a particular team, the related jobs are listed at the end.
- They also have a simple yet friendly section to inform the user about the **hiring process**.
- If you are browsing through the website, they have another section dedicated to all the team categories.
- Proper hierarchy is maintained in the job description and application form.
- The process to apply is quite **elaborate**
- An option to **apply through LinkedIn** is available which helps cut down the time needed to apply for a position.




TESTIMONIALS

- There are 3 testimonials each for each team category. This helps the user read information that only relates to them.

HOW WE WORK IN TECH

Our technology teams are at the heart of solving complex problems every day.



Interesting challenges
"Operating technology at REA suits being really interesting technical and people challenges to solve."

Alain - Executive Manager, Architecture

Innovation and invention
"Growth and improvement is ingrained in how we work. We try things out, learn humbly from what doesn't work, and iterate armed with knowledge of what can be done better. Innovation and morale is where we are, it's embedded in how we work."

Adam - Senior Technical Lead

Learning and collaboration
"The company is full of exceptionally talented individuals. The REA culture places a strong emphasis on learning and collaboration. Also, mentorship is available, which allows people to focus on both personal and professional growth."

Hyman - Technical Lead

THE EXTRA MILE

- A timeline feature is given to show the progress of REA Group over the years

OUR BRANDS

We have businesses in Australia, Asia and North America. Explore our network.



2005 2011 2014 2016 2017 2018 2019 2021 2022

Find out more