

Preliminary User Research

Arizona Seller Financing Website

Prepared for

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Introduction

The purpose of collecting this user data is to improve the overall usability and ease-of-use of the Arizona Seller Financing website. The questioning within the form was derived from a combination of stakeholder input along with expert heuristic evaluations. This collected data from the forms is focused around discovering:

- Demographic information
- What user expects from site (content, functionality, design)
- Preferences for site of this subject
- User goals for site (what tasks do they want to accomplish)

Overview & Methodology

This data was collected via online questionnaires (Google Forms) distributed via email and on social media. Users were asked a series of questions to help collect qualitative and quantitative data from current and noncurrent site users.

Resource links:

Survey Link: <https://forms.gle/bDEF9aAW1FTimneo7>

Data Spreadsheet Link:

https://docs.google.com/spreadsheets/d/1G0zCL3-k8j_dTmmn8MmIOwo-uwT11GF6lLqarf_8TmA/edit?usp=sharing

Website Link: <https://www.arizonasellerfinancing.com/>

Users

n=(10)

-Mix of users and nonusers

-Mix of male and female users

Questions Asked on Forms

Demographic Information

1. What is your age? (Please select within the range that best represents you)
2. Please select what gender that best describes you.
3. What is your highest level of completed education?
4. Work experience. What do you do for a living?
5. What is your computer ability level?
6. Frequency of Internet usage, how often do you use the internet?
7. What's your knowledge of the Arizona Seller Financing Website?
8. What websites similar to Arizona Seller Financing do you visit on a frequent basis?

9. Have you used the Arizona Seller Financing website before?
10. Please name three key reasons why you think you would visit the Arizona Seller Financing website?
11. How did you first learn about our website?

Website Expectations

1. Please describe any needs or expectations for the Arizona Seller website you have?
2. When you first land on the Arizona Seller Financing website what do you expect to see or have access to on the homepage?
3. What do you feel like you absolutely need in/ on the Arizona Seller Financing website to have the best experience possible?
4. Do you prefer darker or lighter website themes?
5. Looking at this picture, please rate your first impressions of the aesthetics on this page?

Preferences for the website

1. Which features on our website are most important to you?
2. Which features on our website are least important to you?
3. What is the most important feature you think we should add?
4. What is your preferred browser for accessing the internet?

Your Goals for the website

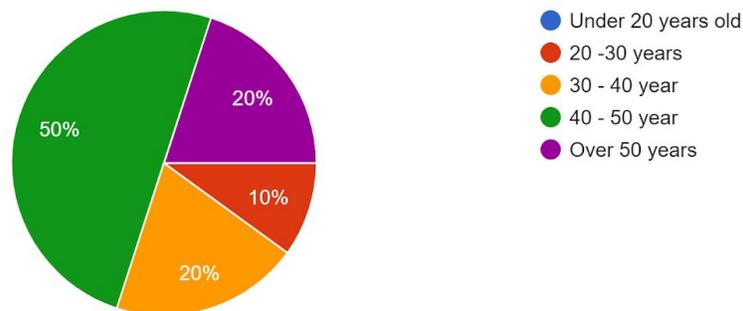
1. What are the top three tasks you would want to accomplish on our website?
2. Please select what tasks you are most likely to perform on the Arizona Seller Financing website.
3. Please provide any additional comments or information here.

Data & Visualizations

Demographic Information

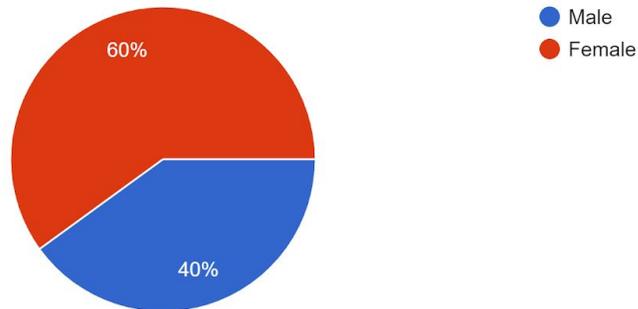
What is your age? (Please select within the range that best represents you)

10 responses



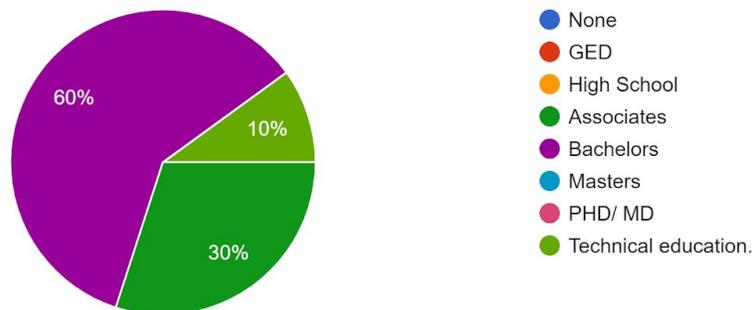
Please select what gender that best describes you.

10 responses



What is your highest level of completed education?

10 responses



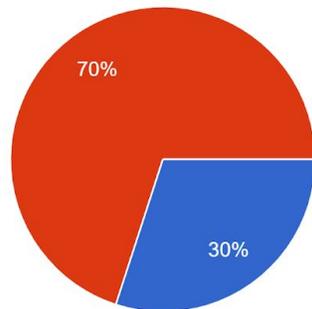
Work experience. What do you do for a living?

10 responses

1. Finance
2. Administrative
3. Banking
4. Bartender
5. Accounting
6. Building Code Official
7. Realtor
8. Retail Manager
9. Building Contractor
10. Marketing and sales

What is your computer ability level?

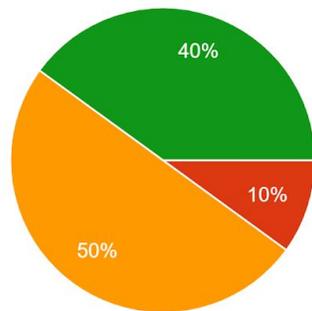
10 responses



- Basic (I check emails and word process like a pro)
- Moderate (I can install software and customize my user interface)
- Advanced (I build computers)

Frequency of Internet usage, how often do you use the internet?

10 responses



- None
- Light (1 - 15 hrs Per Week)
- Moderate (16 - 30 hrs Per Week)
- Heavy (31+ hrs Per Week)

What's your knowledge of the Arizona Seller Financing Website?

10 responses

- None
- Found it while researching seller financing
- I'm able to search for properties, there are many resources all in one spot that it make easy to maneuver.
- They focus on seller financing and selling properties.
- They sell houses to people with bad credit or don't want to deal with a bank
- None
- I understand that they offer non-bank qualifying loans
- 0
- They sell houses with seller financing
- They buy and sell houses

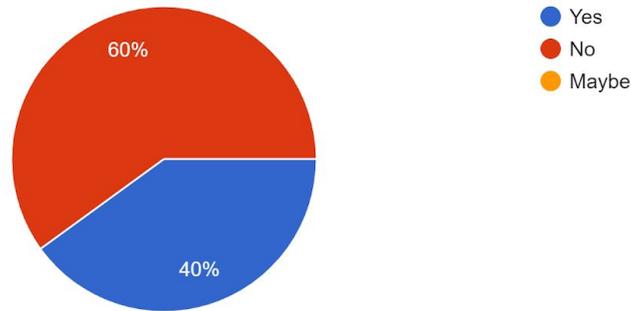
What websites similar to Arizona Seller Financing do you visit on a frequent basis?

10 responses

1. None
2. Zillow
3. Zillow
4. Zillow.com
5. Zillow, Realtor, Trulia
6. None
7. I don't.
8. 0
9. redfin.com
10. zillow, realtor.com

Have you used the Arizona Seller Financing website before?

10 responses



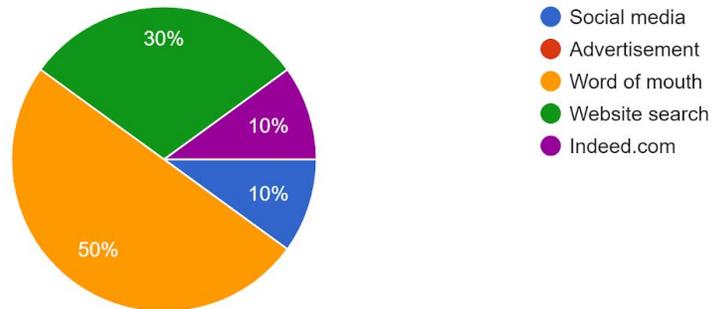
Please name three key reasons why you think you would visit the Arizona Seller Financing website?

10 responses

1. Home search, payment calculations, research
2. Mortgage loans, looking for properties, apply for a loan
3. To find a home get a loan and purchase a property.
4. Information on an agent, information on homes and information on loans.
5. to search for a property I might want to buy
6. Purchasing, Selling or Refinancing a property.
7. search for houses, financing options, education
8. curiosity, learn something new, know more about you
9. search for homes, get qualified for a loan, get information on real estate
10. to get a loan and purchase a home. Maybe get information about the market.

How did you first learn about our website?

10 responses



Website Expectations

Please describe any needs or expectations for the Arizona Seller website you have?

10 responses

1. Ability to find homes offering seller financing
2. An explanation as to how the program works, search for available properties and apply for a loan.
3. I need to be able to save my properties.
4. To be able to see homes within my requirements and easy access to an agent.
5. I need information on what is begin offered for loan options.
6. To easily and fully provide the information I'm looking for.
7. finding a house
8. Who would I be working with? A team, one realtor etc. How many clients do you have?
9. I need information about programs offered
10. To provide a listing of properties

When you first land on the Arizona Seller Financing website what do you expect to see or have access to on the homepage?

10 responses

1. Program information and home search
2. How to Purchase a Home
3. Latest information about the newest seller financing listings.
4. Contact information, and ability to see the available properties.
5. I would want to see quick ways to access property information and the latest properties offered.
6. Process details, credit requirements, rates, time frames, reviews and BBB ratings.
7. seller financing requirements
8. I expect not only to be on an automated e-mail list but to have a conversation with someone on the best strategy moving forward.

9. Probably all the things they offer like buying selling and getting a loan for example.
10. I want to have access to good deals on properties

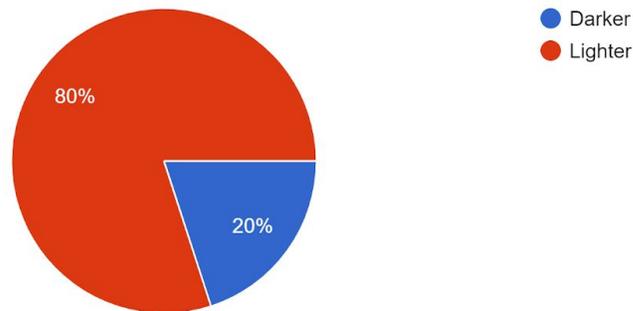
What do you feel like you absolutely need in/ on the Arizona Seller Financing website to have the best experience possible?

10 responses

1. ease of use
2. Ease of use
3. Support and information
4. The ability to contact someone immediately with questions I have on certain properties.
5. The latest information about programs and latest listing - best deals listed
6. Ability to easily find the information I'm looking for.
7. down payment requirements
8. After choosing a property, provide lifestyle factors like school ratings, crime data, proximity to restaurants and shops and map of general area.
9. I way to contact an agent or representative.
10. A way to organize my favorite properties

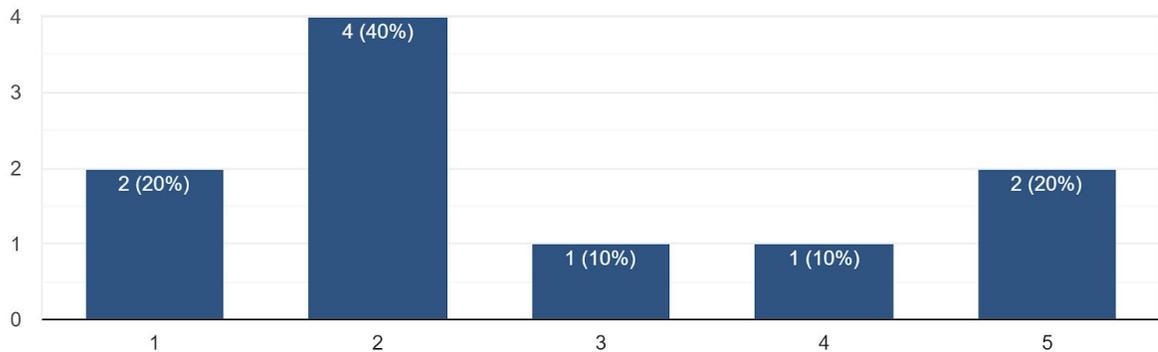
Do you prefer darker or lighter website themes?

10 responses



Looking at this picture, please rate your first impressions of the aesthetics on this page?

10 responses



Preferences for the website

Which features on our website are most important to you?

10 responses

1. *Ease of use and ability to find information*
2. *How to Buy*
3. *The search and the listing information*
4. *The ability to live chat is nice and having the all the information on the available properties.*
5. *The search function and all the options I get*
6. *Provided Information*
7. *how you search for properties*
8. *How to Search, Advance Search , featured properties & help with financing*
9. *I would say that being able to search for specific criteria is important*
10. *I want to be able to quickly contact an agent if i like a home. Search for and save homes also.*

Which features on our website are least important to you?

10 responses

1. None
2. How to Sell
3. Investment options
4. The loan aspect.
5. the investment link
6. MLS Search
7. agent landing page
8. All the features are important as they build on each other.

9. Just looking at it now probably the investment stuff, not sure I understand that.
10. Selling a home and investing

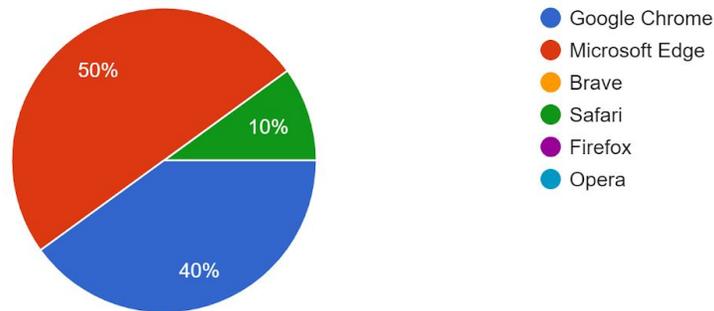
What is the most important feature you think we should add?

10 responses

1. Mortgage and down payment calculator
2. Live chat
3. A page for just your featured properties
4. Not sure.
5. more information about programs
6. Information and Background on staff contacts
7. seller financing specific properties
8. A picture of your building and staff
9. Not sure
10. A place where all the good deals are located on the website.

What is your preferred browser for accessing the internet?

10 responses



Your/ User Goals for the website

What are the top three tasks you would want to accomplish on our website?

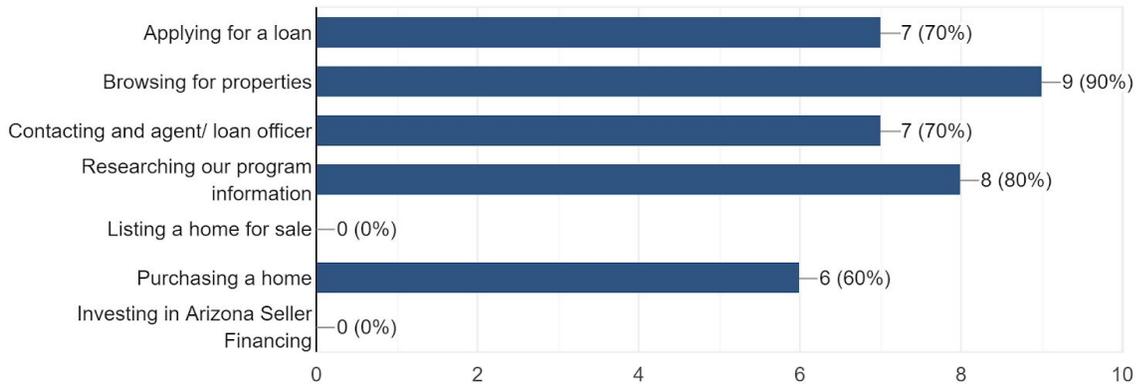
10 responses

1. Search for homes and estimate the payment
2. I think this website is awesome, I can't think of anything else I would need that's not already there.
3. Find a home, get a loan, purchase a home
4. Finding a home, an agent and more information.
5. search for properties - contact an agent - book a showing
6. Financing Information: Learn about the process, rates and down payment requirements
7. understanding seller financing, other loan options and finding a home

8. If you added a map of AZ, I would browse other communities.
9. Find a home, get a loan, and get information
10. search for homes, apply for loans, move forward with a purchase

Please select what tasks you are most likely to perform on the Arizona Seller Financing website.

10 responses



Please provide any additional comments or information here. (optional question)

4 responses

1. I found that I got lost on a few pages - a lot of information. Maybe simplify it a bit.
2. Website should reflect your company name better.
3. ASF's search tools, featured properties, advance search and help with financing are extremely helpful. Thank you, I will visit more often!
4. After viewing the website for a bit it looks easy to use.