

Problem statement

Focusing on one home improvement project at a time due to budget constraints. A smart and practical approach, especially when trying to balance quality, cost, and long-term value.

✕ Prioritizing projects based on ROI, urgency, or seasonal timing

📊 Budget planning tools or templates for home improvement

💡 Ideas for affordable upgrades that make a big impact

📅 Creating a phased renovation plan over months or years

🏡 Design inspiration for specific rooms or styles

- **Efficient and timely journey:** Declutter the main screen into categories of top 4 (by popular items) and include "Search other" input field with voice icon accessibility. Eliminate or combine pages to create a speedy result efforts. Simplified functionality and screen time with download or email end results. And a save option for return or guest login for future enhancement.
- **Keyword Optimization:** Use targeted keywords and phrases in your app's content and descriptions to improve search ranking.
- **Filtering System:** Allow users to filter search results based on criteria making it easier to find suitable area. The majority of our competitors is structured and gear focus on one project for estimation. Robust search functionality to provide a stimulate dynamic flow throughout the series with guided details and personable empathy journey.
- **Autocomplete Suggestions:** Offer search suggestions as users type, helping them find relevant results quickly.
- **Voice Search:** Consider integrating voice search for added convenience, allowing users to find services using voice commands option for accessibility.

Our hypothesis

We expect that: A guided journey to help users understand with in-depth details to renovation types with realistic descriptions to select from based on project needs. Ensure the search bar and results display correctly across different devices and screen sizes with icon visibility.

For: U.S. Bank customers looking into Home improvement loans and to shop more confidently.

Will: Enhance the dynamic design flow. Provide comprehensive project results and aid decision-making. Customized journey flow with the possibility to bringing design in-house Dev team. To have more control and data tracking verses using a 3rd party vendor (Kukun); that sits within the i-frame currently.

Because:

- **Prominent Search Bar:** Place the search bar in a easily visible and accessible location within the app's interface.
- **Clear Iconography:** Use the universally recognized magnifying glass and voice icon's to improve visual search functionality.
- **Intuitive Layout:** Create a clean layout with clear categories to help user's select their project for cost estimation.
- **Placeholder Text:** Include placeholder text in the search bar, suggesting common searches or categories like "Search for specific area".

Research topics

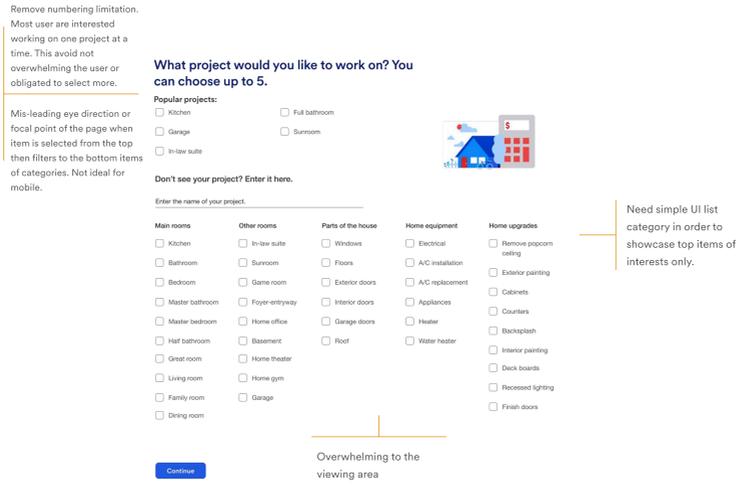
SEO data captured - Chelsea [Data analysis report](#)

Kukun data external captured [Weekly Excel email summary](#)

Accessibility reviewed by Kit [Kukun Calculator redesign](#)

Home Improvement - Kukun estimator

MVP | MM/YYYY RELEASE | DESIGN PHASE



Related Page Comparison for ROI Analysis Home Loans (May '21) vs. Kukun Calculator (Jul '21)

Although the general Home Loans page (showing home equity and mortgage content) had more conversions than Kukun, the calculator showed 3x's more prospect visitation



Progress Milestones

Discover

- ✓ Project Team (Quad)
- ✓ Design Manager
- ✓ A11Y
- ☐ SME Pregame (optional)
- ✓ Discovery Segment Critique

Design

- ☐ Project Team (Quad)
- ☐ Design Manager
- ☐ A11Y
- ☐ SME Pregame (optional)
- ☐ Discovery Segment Critique

Refine

- ☐ Project Team (Quad)
- ☐ Design Manager
- ☐ A11Y
- ☐ CAT
- ☐ SME Pregame (optional)
- ☐ Discovery Segment Critique

Supporting Documentation

DEFINE

- [Mural](#) →
- [SEO deck](#) →

DESIGN

- [Figma](#) →
- [Link](#) →

REFINE

- [Link](#) →
- [Link](#) →

UNDERSTAND

- [Link](#) →
- [Link](#) →

BUILD

- [Link](#) →
- [Link](#) →

GENERATE

- [Link](#) →
- [Link](#) →

ASSESS

- [Link](#) →
- [Link](#) →

ALIGN

- [Link](#) →
- [Link](#) →

Flowchart

