Figure 1: Wireframe for a B2C site for Bowman-Harrison's residential-oriented realtor business

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| Code | Elements | Description | Implications (from lessons learned) |
|------|----------|-------------|-------------------------------------|
| A | Client contact phone number and email address | Tapping the phone number to display an option to atomically dial with a single press. The email icon prompts the phone to prepare an email through the phone. These are quickly visible since they are positioned at the top of the display. | Automatic features may depend on phone functionality. |
| B | Facebook icon | Tapping the Facebook icon to route directly to the clients' Facebook page. The icon is quickly visible since it's positioned at the top of the display. | Other social media apps can also be included in this area. |
| C | Menu button | To optimize phone real estate, a "hamburger" menu button replaces a traditional navigation bar. It is positioned on the right side of the screen since most mobile users are right handed. | The options in the menu button should be identical to the navigation options in the full web version. |
| D | The slogan | A heart felt slogan is displayed to welcome users to the site. A slogan also gives users something to remember about the site. | Keep short and memorable |
| E | MLS, address, city, or zip | Searching for a property listing by MLS, address, city, or zip. It is positioned on the main page above the fold without obscuring the main image. | Multiple search options available in a single search field |
| F | Staging services | The staging services tile is displayed immediately below the fold. Being the second category on the main page indicates that staging services are a considerable part of the clients' business. Tapping this tile prompts the user to select from the following options: residential, realtor, portfolio, and faqs. | Selecting this button routes to a main staging services page. |
| G | Testimonials | Testimonials are displayed with a picture or a video of each of top reviews. The reviewer's name and job title are also displayed indicating a wide spectrum of happy customers. Tapping the testimonials tile routes the user directly to the testimonials page for a full list of testimonials. | Videos may open in a separate window. |
| H | Featured listings | The Featured Listings tile is displayed directly below testimonials. This entices users to further examine the listing or to browse similar homes. Tapping the tile routes the user to the Features Listings page. | May feature recently discounted or added listings. Should not include properties in contingency status. |
| I | Guides | Tapping the Guides tile prompts the user to select 'buying guide' or 'selling guide.' Both guide sites also display a list of local moving and remodeling companies. | Displaying a prompt allows for larger buttons to select on a mobile device. |
| J | About TriCities | Tapping the About TriCities tile routes the user to the About TriCities page which | This should be updated regularly such as |

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| | | includes a list of area events, natural parks, and school systems.  Users interested in relocating will be interested in knowing what this area has to offer for services and entertainment. | promoting upcoming annual events. |
| K | About Us link | Tapping the About Us link routes directly to the About Us page which provides details, a profile picture, and a brief history about the clients. | May also include the clients awards and accolades, and a list of recently sold listings by a selected date range. |
| L | Blog link | Clicking on the blog link directs the users to the blog page containing tips and trends.  The blog conveys a sense of community and personalizes the clients. | Users can leave comments and feedback to be read by other users. |
| M | Follow us | The follow us heading is directly above the Facebook, phone, and email icons and provides additional access to the clients' contact information. | |
| N | Newsletter | Users can click to learn more about subscribing to a newsletter, including a field to enter an email address.  Subscribing to a newsletter helps market the clients. | Access to the newsletter is also available through the blog page. |
| O | Footer | In the footer, users can quickly view contact info and social media links.  The footer also serves to "neatly" end the page. | Duplicate information is displayed in the footer for convenience. |
| P | Banner | The banner is identical at the top of each screen.  At all times the contact information, social media, business name and logo, and the menu button are available.  This provides consistent navigation for users without fear of getting lost. | Other social media icons such as Twitter, Instagram, and LinkedIn, can be added at the clients' request. |
| Q | Menu items | Tapping the menu icon displays a list of menu items.  These are in lieu of a traditional navigation menu due to mobile phone's limited screen space. | (same as C) |
| R | Properties page | The properties page provides additional search options to filter results.  This differs from the main page which provides quick results from a single search criterion.  Selecting property form the menu displays additional filters followed by search results. | Dropdowns may not apply to zip codes and may be removed.  A dropdown can apply to cities within the TriCities, and even preset price ranges.  This is to prevent the user from having to manually type prices ranges from their mobile device. |
| S | Featured listings page | Users can view featured listings which may include recently discounted or added listings.  These listings also help the realtor market | (same as H) |

| | | select properties.  These tiles may be larger than the properties page since fewer listings are displayed, and to aid in promoting the listings. | |
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*Figure 2: Descriptions for callouts in wireframe in Figure 1.*


The templates in the below links were used as a reference for the above wireframe.

https://colorlib.com/preview/#rehomes

https://colorlib.com/preview/#myhome

https://colorlib.com/preview/#homespace

https://colorlib.com/preview/#homeland

https://colorlib.com/preview/#royalestate

https://colorlib.com/preview/#leramiz

https://colorlib.com/preview/#sel

https://colorlib.com/preview/#south

https://colorlib.com/preview/#tough

https://colorlib.com/preview/#theestate