

PRIMELOCATION: PROPERTY PORTAL

# LOCATION, LOCATION, LOCATION



User centred refresh of existing website that **increased conversion by 26%**

“The team at Prospect was great to work with. They rolled their sleeves up and were highly efficient and effective under considerable time pressure. I wouldn't hesitate to recommend them.”

John Milsom, Project Director  
Bespoke Communications

## Problem

primelocation.com is a leading property portal covering the UK and overseas, delivering thousands of properties for sale and for rent, every day. It was looking to solidify its number two standing in the UK market by improving the look, feel and functionality of its site, and turned to Prospect for help.

## Solution

Prospect worked closely with Flow Interactive, our usability partner, to streamline the browsing, searching and buying processes, using an intensely user centric approach. The rich pictures that emerged from the testing process provided the optimum starting point for the project. Intermittent testing at critical stages of the design process ensured that the final design would provide a much better experience for users.

Prospect also worked to refresh the brand for improved online use, ensuring that Primelocation was saying the right things to its audience. We made a wealth of often dense and confusing information more accessible and scannable. Users are now much more able to successfully complete their searches and make purchase decisions. This will help the primelocation.com brand withstand the expected slowdown in the housing market.

## Impact

John Milsom, Brand Marketing Director, Primelocation said, “The Prospect team was great to work with, from beginning to end. They understood the primelocation.com brand and translated that understanding into a fresh new look and feel for the site. They rolled their sleeves up and worked very effectively under considerable time pressure alongside our in-house team and Flow Interactive”.

See it live  
[www.primelocation.com](http://www.primelocation.com)  
See casestudy online  
[Primelocation](#)



## LOCATION, LOCATION, LOCATION

Engage in intensive user testing

Rework the strategy based on user feedback

Streamline browsing, searching and buying processes

Refresh the brand for online expression

Make content scannable and accessible

