



“OntdekJeBuurt” Buying a house challenge



Linked Open Data UX Challenge
Saskia van der Elst, Gerard Persoon, Auriol Degbelo, Bart-Jan de Leuw
3 - 18 november 2016

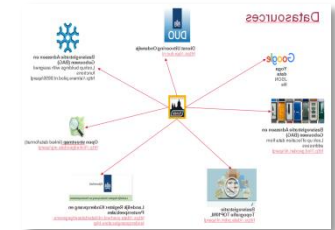
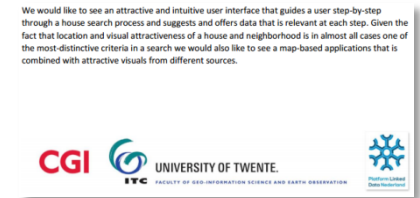
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Where is my new home?

- The challenge
- Team and approach
- Used technology and data sources
- The result
- Next steps



Challenge

When buying a house, you want to know

- Characteristics of the house (size, plot, exterior, interior)
- Location and neighbourhood

Most people in the Netherlands go for information to...



Challenge

Increase the business value of Funda by adding information about the neighbourhood and creating an interactive user experience to
“Explore the neighbourhood”



We would like to see an attractive and intuitive user interface that guides a user step-by-step through a house search process and suggests and offers data that is relevant at each step. Given the fact that location and visual attractiveness of a house and neighborhood is in almost all cases one of the most-distinctive criteria in a search we would also like to see a map-based applications that is combined with attractive visuals from different sources.

Team and approach (Agile)



Saskia van der Elst
Scrum master

Auriol Begdele
Team member
data

Bart-Jan de Leuw
Product owner

Gerard Persoon
Team member
technology

Ivan & Petra
Initial team members

Sprint 0 **03 nov 2016**
(replace GoogleMap with OpenStreetMap)
Backlog of user stories

Sprint 1 (prototype with info on natural
environment, children and price-averages)
Demo Sprint 1 **18 nov 2016**
Retro Sprint 1 **18 nov 2016**

Sprint 2 (prototype with multiple sources, map
info Open Data from NL government)

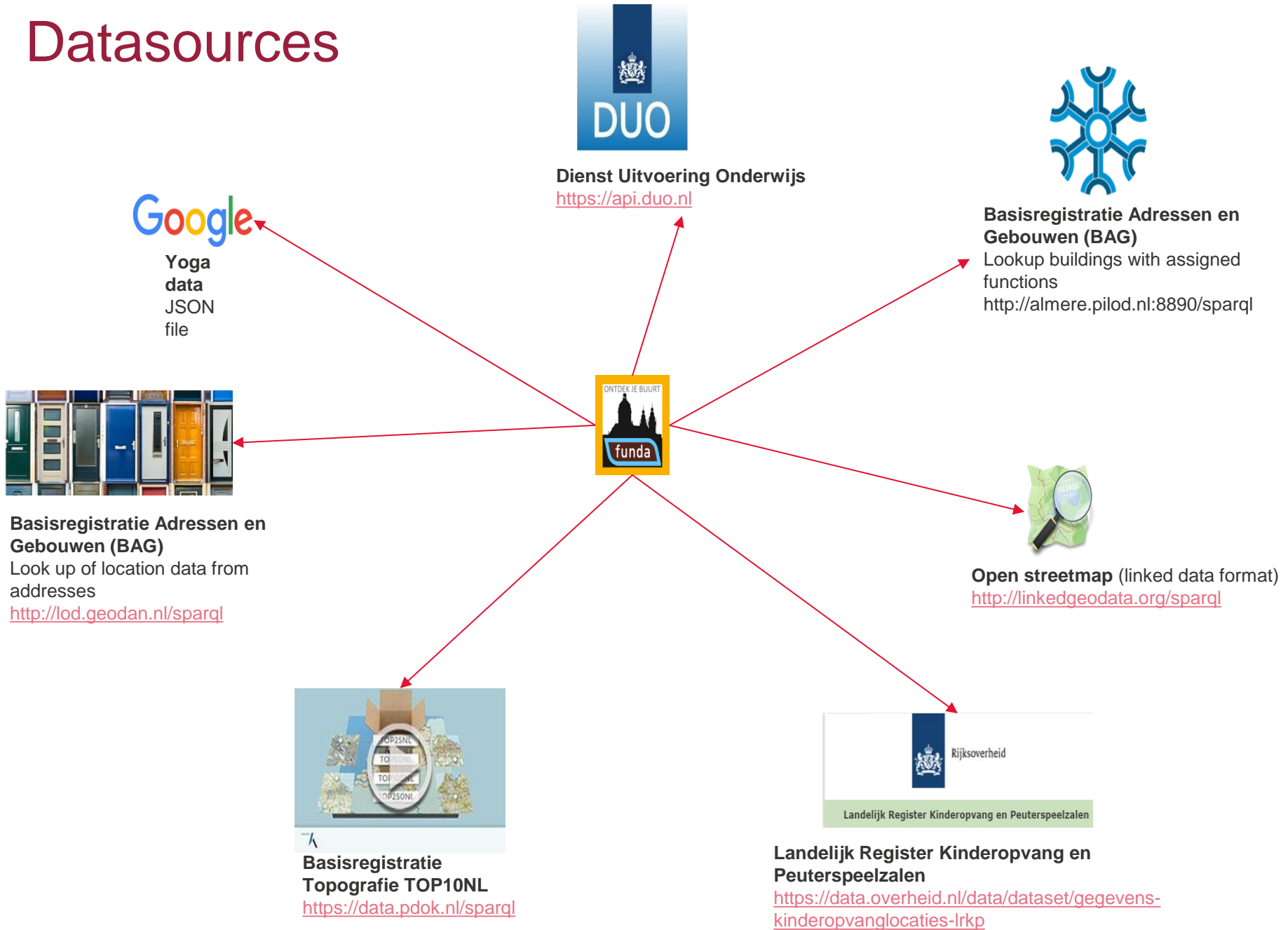
Demo Sprint 2 **02 dec 2016**
Retro Sprint 2 **06 dec 2016**

Used technology

- Javascript Chrome extension
- Javascript code “injected” in host page (Chrome extension)
- Location information retrieved from host page
- Small javascript file for each dataset
- Maps based on PDOK map with Leaflet plugin
- Note: this is only to demonstrate the possibilities. When this is integrated in a real site, different technologies will be used.



Datasources



Reproducibility

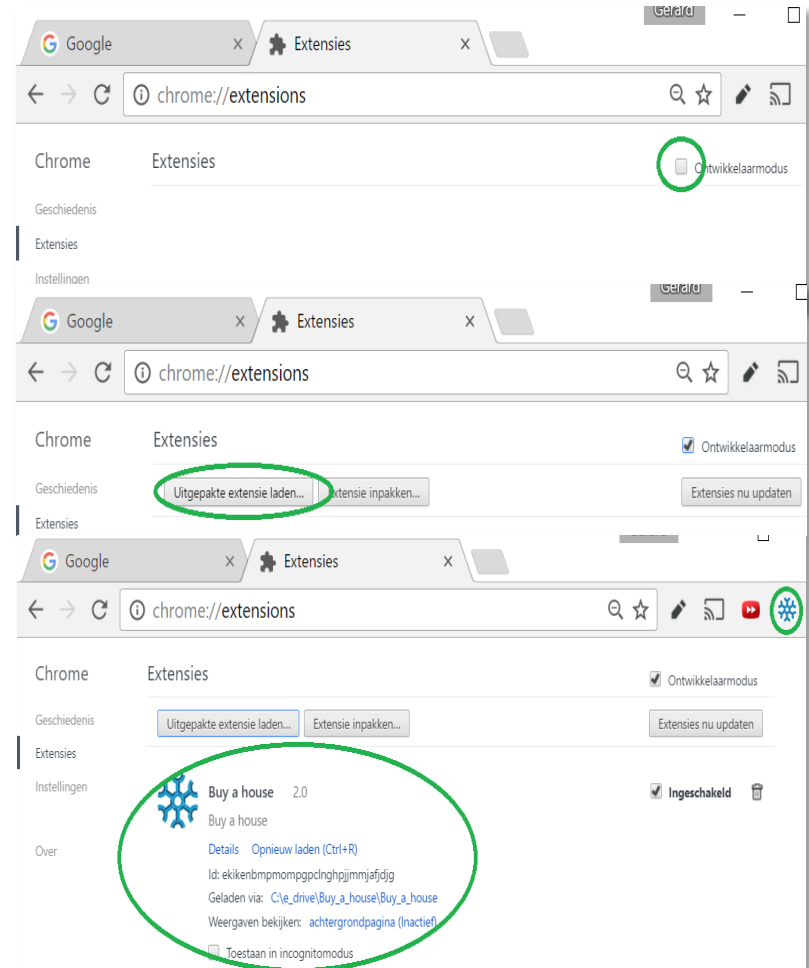
Install Chrome plugin for “Explore your Neighbourhood”

1. Download the files from http://www.gpersoon.nl/Ontdek_Je_Buurt/OntdekJeBuurt_20161130.zip
2. Unzip and put them on a local disk of your pc
3. Make sure you have the browser Chrome installed
4. Start Chrome
5. Visit `chrome://extensions` (via omnibox or menu -> Tools -> Extensions).
6. Enable Developer mode by ticking the checkbox in the upper-right corner.
7. Click on the "Load unpacked extension..." button.
8. Select the directory containing your unpacked extension.

Name	Date modified	Type	Size
background.js	4-11-2016 18:05	JavaScript File	1 KB
Buy_a_house.png	4-11-2016 18:14	PNG File	16 KB
content_script.js	5-11-2016 08:48	JavaScript File	4 KB
manifest.json	4-11-2016 18:18	JSON File	1 KB

Turn on Chrome plugin for “Explore your Neighbourhood”

1. Go to a Funda page of a house <http://www.funda.nl/koop/leiden/huis-49934481-pelgrimspoor-5/>
2. Click on the “Buy a house” button
3. Now you should see the popup message:
Map has been replaced by open streetmap / alternative map
4. And you can scroll to the map and select topics of interest to explore



Buurtinformatie



Foto's 66 Plattegrond 360° foto's 6 Video

Omschrijving

Dit woonhuis is **MONDELING VERKOCHT!** Baalt u? Had u interesse? Bel/mail/app gerust om kenbaar te maken dat u interesse had. Mocht de verkoop toch niet doorgaan, of er komt een vergelijkbare woning bij ons te koop, zullen wij u informeren. Wellicht verzacht dat de teleurstelling enigzins!

'EEN OASE VAN RUST'

Gelegen in een oase van rust, een uniek verscholen plekje (hofje) tussen de Langebrug en de Pieterskerk, bevindt zich deze karakteristieke 2-onder-1 kap hofjeswoning met eigen aangebouwde stenen berging & prachtig aangelegde gemeenschappelijke tuin. Dit zeer geliefde hofje is in 1995 geheel in stijl herbouwd naar de grotendeels oorspronkelijke indeling. Met zeer veel gevoel voor detail en behoud van de charme van de locatie zijn deels bestaande woningen uit de 17e eeuw gerestaureerd (waaronder dit woonhuis) en deels nieuwe woningen in oorspronkelijke stijl nagebouwd. Door deze combinatie is bijna een 'klein en gemoedelijk dorpje' ontstaan midden in de stad. Werkelijk een unieke plek!

Bent u daarom op zoek naar een gemoedelijke rustige plek midden in de stad voor uzelf of bijvoorbeeld voor uw studerende zoon of dochter? Dit is met recht 1 van de leukste, rustigste

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Financiering voor

uw monumentaal restauratie

The result (sprint 1) – interactive map

Huis te koop: Pelgrimspoort x Haanstra school x

www.funda.nl/koop/leiden/huis-49934481-pelgrimspoort-5/

Soort parkeergelegenheid Betaald parkeren en parkeervergunningen

Pagina afdrucken

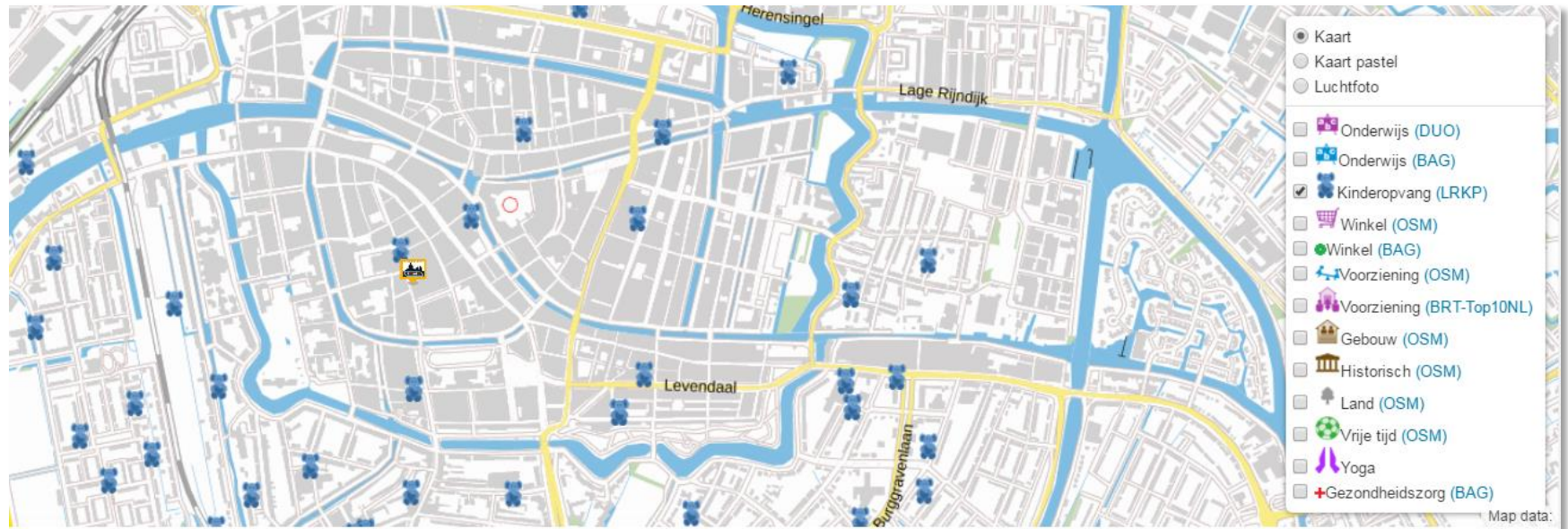
Now using openstreetmap: (x=52.15759, y=4.476403, postcode=2311RP, plaats=Leiden)

Facebook likes, Yoga Journal, fietsfan010, The Daily Migraine, De voedselzandloper, NutritionFacts.org, Yoga Health Center, Yoga Maya, Dutch Oktoberfest, The Performance Bar, Uitagenda Rotterdam, International Comedy Festival Rotterdam, Dakpark Rotterdam, Stoepmakers Oostplein, Happy Streets, Open Streets Rotterdam, Persoon-infra, Keukenboeren, Davine, Cuisine Vagabonde, Chris Kresser L.Ac, Rotterdam Festivals, Wij van 010, Midzomerfestival Kralingen, EH Office Support, Artexpo New York

The result (sprint 2) – “Ontdek Je Buurt”



The result (sprint 2) – interesting data

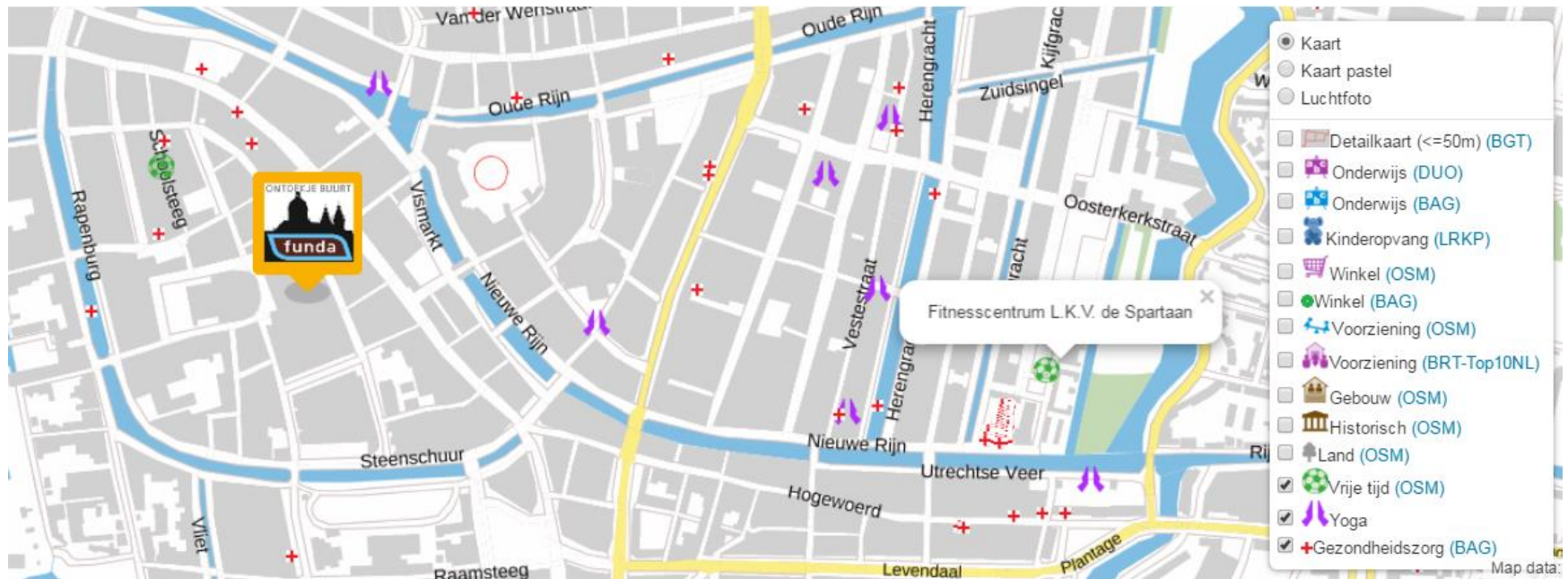


Young family, kids age 1 and 3

- **child care?**
- playgrounds?
- shops?
- yoga, fitness?
- health care?



The result (sprint 2) – interesting data



Young family, kids age 1 and 3

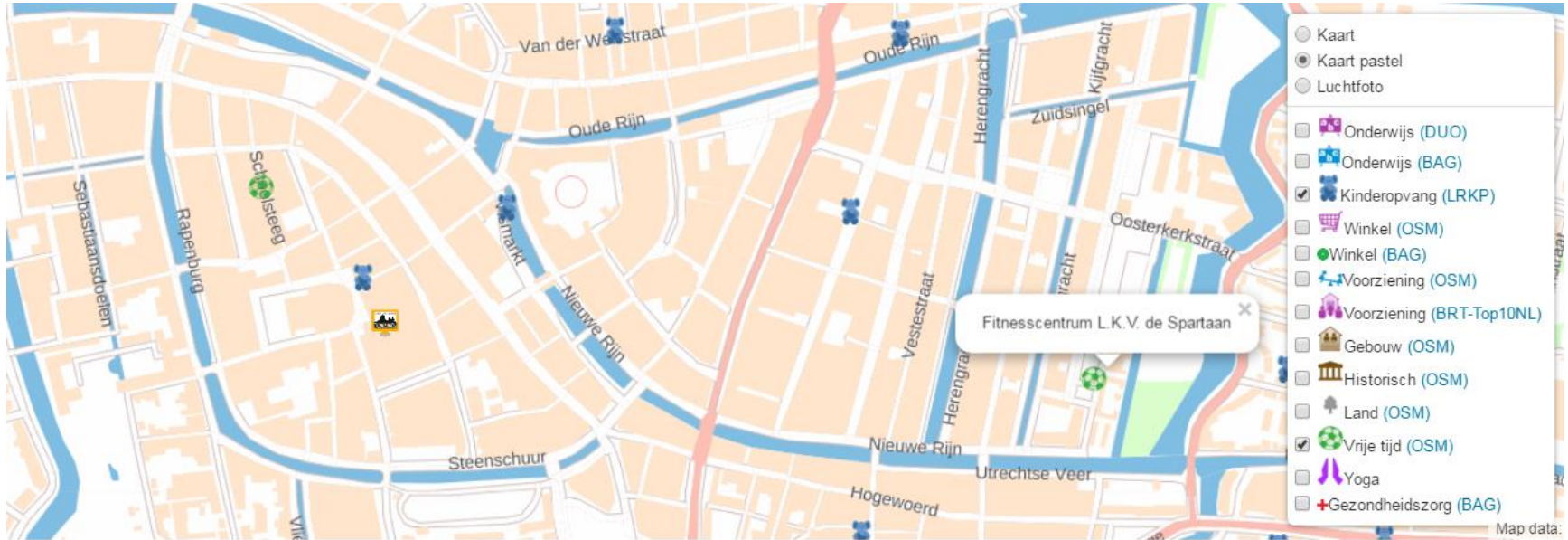
- child care?
- playgrounds?
- shops?
- **yoga, fitness?**
- **health care?**



Photo background – where to yoga?



Faded background – where to fitness ?



Next steps “Explore your neighbourhood”

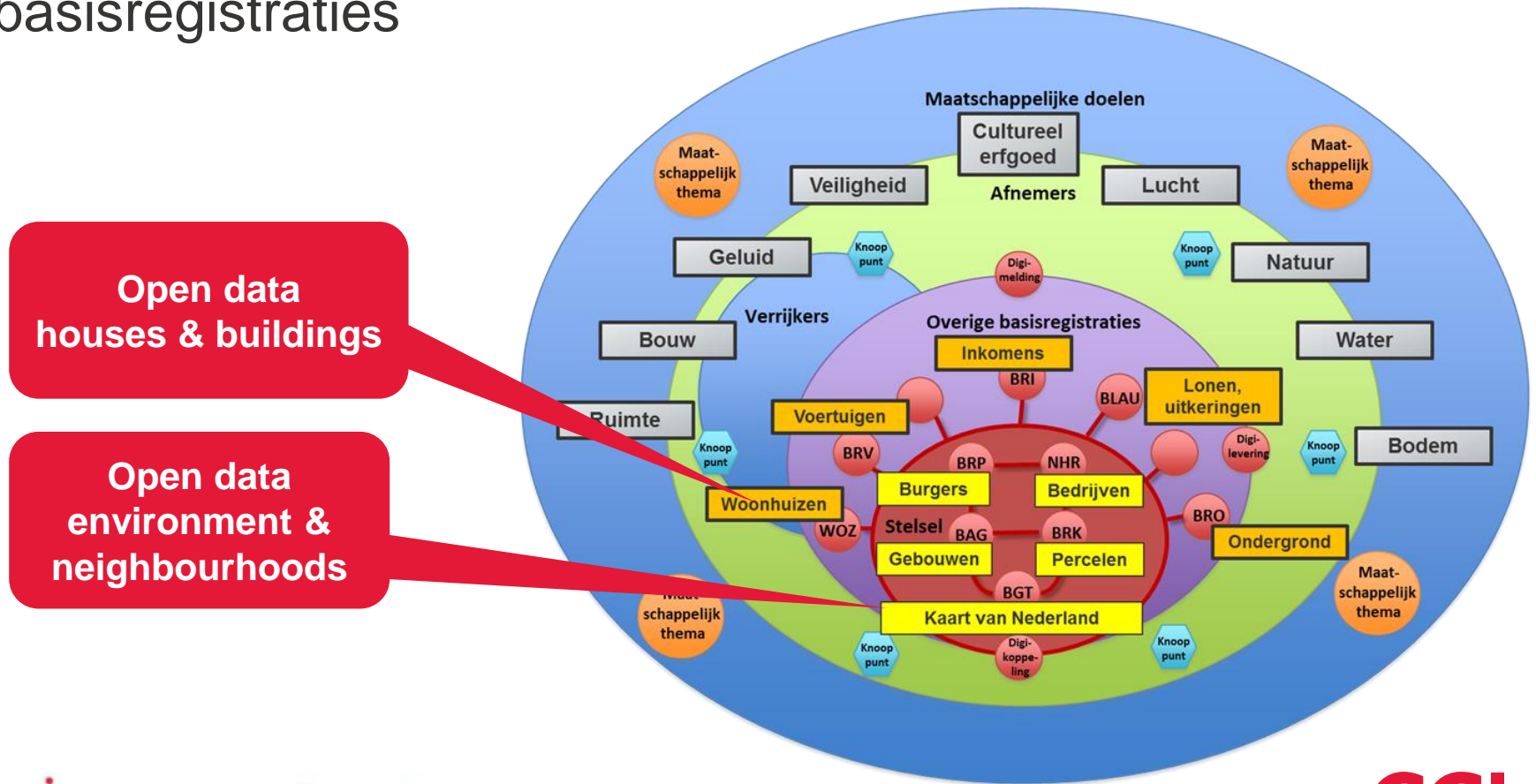
Backlog of user experiences with business value

“The winning solution will be pitched for Funda !”

The screenshot shows a KanbanFlow board for the project 'Buy a house'. The board is divided into four columns: 'To-do', 'Do today', 'In progress 12/3', and 'Done'. The 'To-do' column contains 9 tasks related to exploring neighbourhood aspects like prices, safety, pollution, and government plans. The 'In progress' column contains 12 tasks, including a demo preparation, dataset adjustments, and exploring various services like dining, shopping, healthcare, and education. The 'Done' column shows a daily log for Friday, 4 November, with three completed tasks: creating a Chrome plugin, scheduling a meeting for the 9th, and scheduling a meeting with the product owner for the 16th. The board interface includes a top navigation bar with 'Administration' and the user 'Bart-Jan de Leuw', and a browser window showing the URL 'https://kanbanflow.com/board/422bb8289503572812d5680d83b36c3f'.

Next steps “Explore geo information in NL”

Gebruik van de geo-basisregistraties in samenhang: BAG, BGT en BRK als fundament van het stelsel van basisregistraties



Buying a house

http://www.pilod.nl/wiki/UX_Linked_Data_Challenge

Pitch in 10 minutes.

Criteria

- Algehele kwaliteit van de uitgewerkte challenge
- Originaliteit en innovatieve karakter van de aanpak
- Kwaliteit van de beschrijving van de gebruikte data en tools, met name m.b.t. de reproduceerbaarheid van de aanpak
- De gedegenheid van het ontwerp (is het logisch?)
- Potentiele toepassing in wetenschap en maatschappij
- Kwaliteit van de pitch





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