ApartmentSearch.com

Consumer Services Public Accessible Web Site

Title: Consumer Property Sub Page Search Options

Version: For Internal Review Only! Revision: 07/13/2006

General Notes

- \bullet Each search component is optional, one is not depenant on the others.
- Each component is based on current functionality used on the site today.
- These representations do not convey final layout, shapes, or naming.
- Each option adds brand value to ApartmentSearch.

Option 1

NOTES

- 9 potential clicks to view results
- Mouse and keyboard driven.
- Similar to current implimentation and move.com.

Search By Parameter	Search By Area	Search By Solution	Search By Relevance		
City:	State:	▼	Zip:	Radius:	_
Min: \$	Max: \$	В	eds:	Baths:	
More Search Options				VIE	EW RESULTS »

Option 2

- NOTES
 2 clicks to view results
- Mouse driven.
- Similar to a category search or portal.
- Perhaps have a checkbox next to each area instead of simple click.

Search By Parameter	Search By Area	Search By Solution	Search By Relevance	
Select A City Area.	Belmont Campbell Capitola Cupertino Fremont	Gilroy Los Gatos Menlo Park Milpitas Monterey	Mountain View Newark Palo Alto Redwood City Salinas	San Jose Santa Clara Sunnyvale
More Search Options				VIEW RESULTS »

Option 3

NOTES

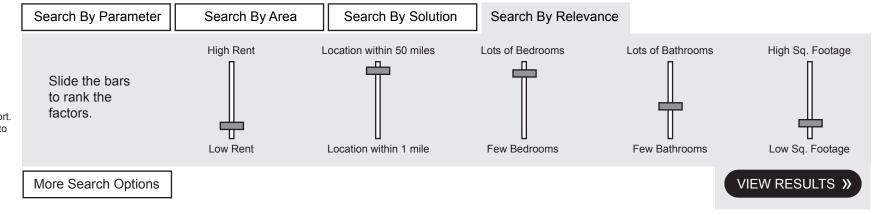
- 2 clicks to view results.
- Mouse driven.
- Solutions should be defined by audience demographics.
- Each solution links to pre-defined parameter results.

Search By Parameter	Search By Area		Se	arch By Solutio	ution Search By Relevance]			
Select which descript best describes you.	ion	Photo Goes Here		Photo Goes Here		Photo Goes Here		Photo Goes Here		Photo Goes Here
		Single Individual		Young Couple		Small Family		Large Family		Retiree
More Search Options									VIE	EW RESULTS »

Option 4

NOTES

- 6 potential clicks to view results
- · Mouse driven.
- Similar to MSN Search weghting
- functionality. • Used to determine sort.
- Would it be relevant to rank how recent the apartment listing was placed? (hot listings?)



Option 5

NOTES

- · Available from any of the above components as an additional filter. • 9 additional potential clicks to view results
- · Mouse and keyboard
- · Similar to current implimentation and move.com.
- Perhaps the property name field could be used for keywords also?

Search By Parameter	Search By Area	Search By Solution	Search By Relevance	
City:	State:	—	Zip:	Radius:
Min: \$	Max: \$	Ве	ds:	Baths:
Property Name:	☐ Pet	Allowed Parking Fireplace	<u>—</u>	☐ Washer and Dryer Hookups ☐ Washer and Dryer in Unit
More Search Options				VIEW RESULTS »