

Final Project: Reporting Your Research

**Zillow - Tracy,CA Housing Market:
2025 Home Prices & Trends**

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Introduction

- For this project I focused on how people interpret the Zillow “Tracy,CA Housing Market” infographic.
- Tracy is a fast growing city nowadays so clear housing visuals matter for buyers, renters, and sellers.
- My goal is to understand how everyday users not just professionals make sense of Zillow charts and numbers.
- I collected feedback from two participants:
 - My Mom
 - My Dad
- Both of their insights guided my redesigned infographic

Methods

Interview (Dad)

- **Format:** Audio Recording
- **Participant:** My dad (real estate agent)
- **Focus:** first impressions, message interpretation, usefulness
- **Key Questions:**

What stands out first ?

How confident are you in the infographics message ?

Survey (Mom)

- **Format:** Google Survey
- **Participant:** My mom (general user)
- **Key Questions:**

How clear is the infographic (1-5) ?

How trustworthy does the data feel ?

Doing the survey allowed me to collect more structured data.

Usability Test

- **Participants: Mom and Dad**
- **Tasks:**
 - Identity the main message of the Zillow page.
 - Locate the one key statistic (e.g., average home price).
 - Explain what the 1 year trend line shows.
- **Debrief Questions:**
 - What was clear ?
 - What information do you wish was included ?
 - What felt confusing ?
- **Think aloud method with a short post test interview.**

Results: Interview Findings

Dad:

- First impressions dominated by the average home value.
 - He felt that the trend line was way too simple.
 - He found the infographic to be mostly accurate but lacking some context.
- Clarity: She felt like things were clear for the most part but the information was crowded.
 - Trust: Zillow is usually reliable but there was missing explanations.
 - Improvement Suggestion: Add labels and a short description of what the trend line means.

Discussion

How the feedback shaped my redesign:

- I made the trend line bolder and easier to follow.
- I added clear labels explaining what each number represents.
- I improved the color contrast so the information stands out.
- I reorganized the layout into simple sections making the graphic easier to read.
- I highlighted the key metrics like the year over year change and current value.

The participants helped me see exactly where people get confused and what users really want. Their feedback shaped the cleaner more refined infographic so there's more clarity and usability.

Final Infographic

TRACY, CA HOUSING MARKET - 2025 SNAPSHOT

Tracy Home Prices Are Stabilizing in 2025

After small ups and downs earlier in the year,
Tracy home values are leveling out.

\$696,867

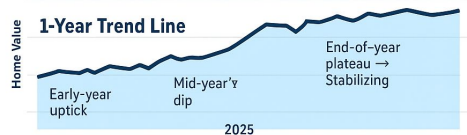
Average home
value in Tracy

+1.2%

Year-over-Year
Small, steady
increase — not
rapid growth

**Moderate/
Stabilizing**

Not a hot seller's
market, not a
downturn



Market Factors That Explain the Trend

Inventory: Medium (steady supply of listings)

Days on Market: Moderate

Interest Rates: Higher rates slowing rapid growth

Buyer Demand: Stable but not surging

WHAT THIS MEANS FOR BUYERS & SELLERS

For Buyers:

Prices aren't climbing quickly

For Sellers:

Homes still holding value