



Criteria for high-quality images on Housing Hub listings

The Housing Hub is a social enterprise of the Summer Foundation Ltd. ABN 90 117 719T516

CITATION GUIDE

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¹ Summer Foundation Limited. Melbourne, Australia

² Housing Hub. Melbourne, Australia

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Process for developing the criteria

The Housing Hub and Summer Foundation conducted a focus group in June 2022 to develop a list of criteria for high-quality housing images. The focus group was facilitated for people with disability and carers who have had previous experience using the Housing Hub website to look for accessible housing.

The focus group consisted of 6 participants - 5 people with disability and 1 carer. The participants had a range of disabilities, and spanned a wide age range from 19 - 66 years. All participants were either already living in or planning to move into High Physical Support Specialist Disability Accommodation (SDA). Given that the focus group participants had high physical support needs, please note that this checklist may be specific to the housing needs of people who use mobility aides and require accessibility. This document may not necessarily apply to other SDA design categories (for example, Robust) or non-SDA homes.

During the focus group session, participants were shown images from a variety of Housing Hub listings to encourage participants to reflect on and discuss their impressions of housing images used in listings. Participants were also asked several open-ended questions exploring their preferences regarding the number of images, the content of images, and the look and feel of the images. At the end of the session, participants were provided an opportunity to add additional feedback and suggestions. The focus group session was recorded and then analysed to create a list of criteria deemed as important by the focus group members. The list was sent out to the focus group members to gain further information about the suitability of the list and make changes as required. This iterative process has resulted in the current document detailing criteria for high-quality images on Housing Hub listings. Housing providers are encouraged to use this resource as a checklist when developing images for their housing listings to ensure they are attractive and informative to potential tenants.

List of criteria

<input checked="" type="checkbox"/>	Criteria for high-quality housing images
1. Content of images: Images cover all main areas inside and outside of the property, including at least 1 or 2 photos of:	
<input type="checkbox"/>	The bathroom, ensuring that the shower, toilet, and sink are clearly displayed
<input type="checkbox"/>	The living room
<input type="checkbox"/>	The dining room
<input type="checkbox"/>	The bedroom
<input type="checkbox"/>	The kitchen, with key appliances and furniture clearly displayed (e.g. the countertop, sink, pantry, fridge space, and stovetop)
<input type="checkbox"/>	Storage space, such as cupboards, closets, and wardrobes
<input type="checkbox"/>	The backyard and/or balcony
<input type="checkbox"/>	Internal community areas (if applicable - e.g. for an apartment building with common areas, such as lobbies)

- Parking space (if applicable), including how much space is available and whether the space is accessible
- The entrance of the property - this should clearly show the accessibility of the entrance, including the footpath, driveway, any stairs or ramps, gates, and elevator access
- External community areas outside of the property - this could include an external shot of the property showing the surrounding buildings and amenities, such as shops and restaurants. If multiple buildings are shown, it should be clearly indicated which building the advertised property is
- Do not** include images that could compromise the privacy of current tenants. For example, images should not show any personal items or photos of tenants

2. Number and order of images:

- Housing listings should include a minimum of 7-10 photos. Over 10 photos are preferred if the property includes a variety of accessibility features
- The first photo is critical in raising a person's interest in a listing. Therefore, the first image should show key features of the property, such as either:
 - (1) the front of the property to clearly indicate the accessibility of the property's entrance, or
 - (2) the main living space to provide an attractive and appealing display of where the tenant is likely going to spend most of their time in the property

3. Appearance of images: The visual and aesthetic appearance of images plays an important role in the perceived quality of housing images, and can be improved by:

- Taking images in bright and natural light
- Showing real photos of the property rather than artist's impressions or stock photos - if it is necessary to use artist's impressions because the housing is still under construction, then this should be clearly disclaimed, and the images should be replaced with real photos once the building is complete
- Ensuring that the images are to scale so that the sizing, space, and accessibility of the property are clearly conveyed. This can be achieved by:
 - (1) avoiding the use of fisheye lenses
 - (2) taking photos at eye level, looking straight across the room
 - (3) showing the same room twice from different angles
 - (4) ensuring that both outer walls of a room are visible in a given image
 - (5) providing measurements of the room or furniture
- Engaging photography services or using professional cameras that provide high resolution and quality of images
- Displaying plain and simple furniture to not clutter images
- Ensuring that the property is clean and tidy

4. Consideration of customer needs and preference: Images should be tailored to the audience, such as by:

- Showing accessibility features wherever applicable and possible - this could include hoists, grab rails, floor surfaces, and access to furniture and appliances
- Ensuring that the furniture shown in images is accessible. For example, to indicate accessibility for mobility aids, rugs should be avoided and the placement and size of furniture should allow enough circulation space. This is particularly important if stock photos are used - the photos should depict housing and furniture that is accessible rather than for the general population
- Including a standard adult wheelchair for home use, ideally with a real person (who is not a current tenant), if the listing is targeted at housing seekers requiring wheelchair accessibility. This can help display the size and accessibility of the housing, and help housing seekers picture themselves living in the property

5. Other features on Housing Hub listings: The quality of images can be enhanced by making full use of other features available for Housing Hub listings, such as by including:

- A video tour of the property - the video should be filmed using slow and stable camera work
- A floorplan of the property - the floorplan ideally includes measurements, and is directly linked to the images shown on the listing (e.g. rooms in the floorplan could be numbered to indicate what the corresponding image on the listing is)
- Information in the local area guide - this allows housing seekers to assess where the property is located in relation to important landmarks. Note that specific location details (e.g. a street sign, a car number plate or a letterbox) should not be shown to protect current tenants' privacy