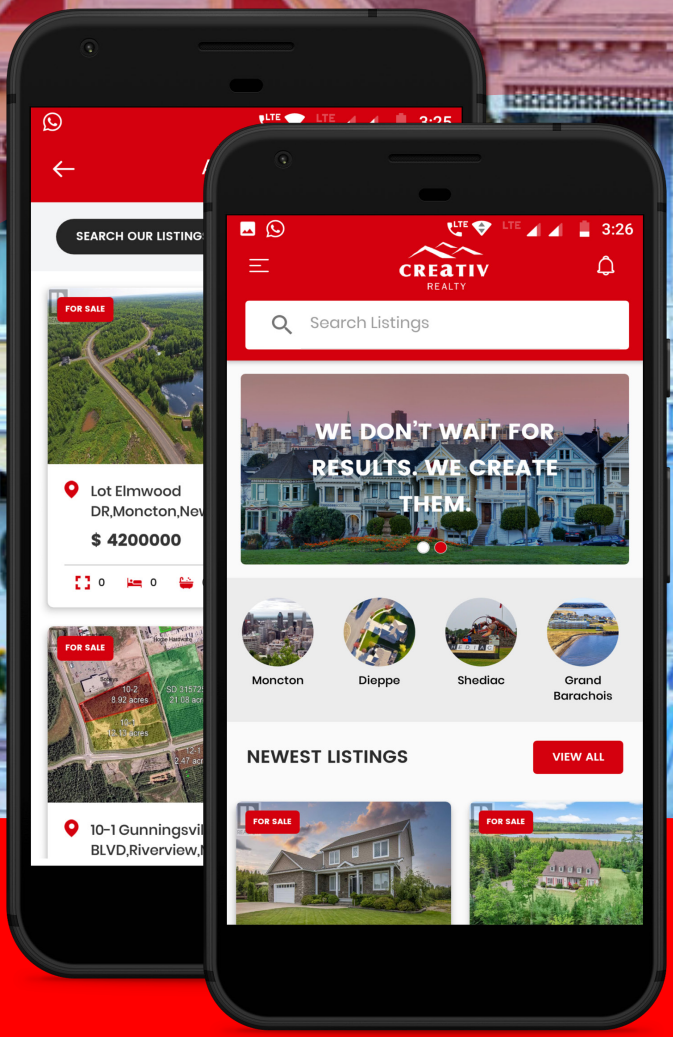
CREATIV
REALTY

CREATIV REALTY CASE STUDY



ABOUT THE PROJECT – CREATIV REALTY

Taking real estate to the next level with a website and mobile app that enhance the customer experience through 360-degree property views, property tour requests, dynamic property listings, and allowing for push notifications of nearby listings based on the users location.

OBJECTIVES

The objective is to make a dynamic responsive website with Web admin having sub users' dashboards along with native Android & IOS apps for managing the properties listing, renting, selling, managing internal processes of company, for respective properties. The platform should be simple, easy to use and navigate with best UI/UX structure.

OUR STRATEGY

1. Concept & Strategy

We really get to know the concept. We ask our clients more questions on what they really want before we start working to meet their requirements. Together we turn the brief into a story that allows us to get started on how the users will interact on the site. This stage includes creating a site map and a set of user journeys to support the next part of the process.

2. Design & Layout

MapleBrains has been designing and perfecting responsive web solutions for our clients. Rapidly changing technology means new ways to look at the web. Responsive web design is a way for businesses to keep consistent branding and messaging for their customers across all existing devices, and even those that have yet to be invented.

3. Development

MapleBrains development experts customizes your website to the finest accuracy. Outsource can be done from a MapleBrain company which provides presence and sufficient impetus towards the growth of your business. Hire MapleBrains development company in Canada who understands your target customers, so that they can develop site in a technically accurate manner.

4. Launch

Every project begins with high expectations and open minds, it's easy to gloss over critical assumptions about who will produce, enter and approve the content—and to underestimate how much time and training may be required. A clear understanding of these assumptions can mean the difference between launching your new site on time and on budget or facing painful delays.

METHODOLOGY

Agile development methodolgy

STAKEHOLDER / CLIENT ENGAGEMENT

Agile provides multiple opportunities for stakeholder/client and team engagement – before, during, and after each Sprint. By involving the client in every step of the project, there is a high degree of collaboration between the client and project team, providing more opportunity for the team to understand the client's vision. Delivering working software early and frequently increases stakeholders' trust in the team's ability to deliver high-quality working software and encourages them to be more deeply engaged in the project.

TRANSPARENCY

An Agile approach provides a unique opportunity for clients to be involved throughout the project, from prioritizing features to iteration planning and review sessions to frequent software builds containing new features. However, this also requires clients to understand that they are seeing a work in progress in ex-change for this added benefit of transparency.

EARLY AND PREDICTABLE DELIVERY

By using time-boxed, fixed schedule Sprints of 1-4 weeks, new features are delivered quickly and frequently, with a high level of predictability. This also provides the opportunity to release or beta test the software earlier than planned if there is sufficient business value.

PREDICTABLE COSTS AND SCHEDULE

Because each Sprint is a fixed duration, the cost is predictable and limited to the amount of work that can be performed by the team in the fixed-schedule time box. Combined with the estimates provided to the client prior to each Sprint, the client can more readily understand the approximate cost of each feature, which improves decision making about the priority of features and the need for additional iterations.

ALLOWS FOR CHANGE

While the team needs to stay focused on delivering an agreed-to subset of the product's features during each iteration, there is an opportunity to constantly refine and reprioritize the overall product backlog. New or changed backlog items can be planned for the next iteration, providing the opportunity to introduce changes within a few weeks.

FOCUSES ON BUSINESS VALUE

By allowing the client to determine the priority of features, the team understands what's most important to the client's business and can deliver the features that provide the most business value.

FOCUSES ON USERS

Agile commonly uses user stories with business-focused acceptance criteria to define product features. By focusing features on the needs of real users, each feature incrementally delivers value, not just an IT component. This also provides the opportunity to beta test software after each Sprint, gaining valuable feedback early in the project and providing the ability to make changes as needed.

IMPROVES QUALITY

By breaking down the project into manageable units, the project team can focus on high-quality development, testing, and collaboration. Also, by producing frequent builds and conducting testing and reviews during each iteration, quality is improved by finding and fixing defects quickly and identifying expectation mismatches early. During Segoe's own experience of adopting Agile software development practices, we have seen solutions delivered on time and with a higher degree of client and customer satisfaction. By incorporating the ability to change, we have been able to better incorporate feed-back from demos, usability testing, and client and customer feedback.

GENERAL FEATURES

1) Login/ Register:

a) Admin Users:

By the help of this feature Admin will assign their employees user rights for different user rights. Based on that the users can register with the system & manage the respective features on the back end by using their login access.

b) Customers:

By the help of this feature the customers or users will register with the website or apps. Upon completing the registration, they will get an activation link which on click will direct them to a login page. Once they enter the username and password used to register on the mobile apps, they will be able to then access the website or apps for different features and functionalities on the platform offered to them. There is also a guest login or social media login on the website and apps.

2) My Profile:

a) Admin Users:

This feature will be helpful to the employees & admin users who are registered with the application or platform. Once registered user can upload or change his or her profile picture, edit his email, username and password. Can also reset his or her password.

b) Customer:

This feature will be helpful to the users or Customers who are registered with the application or platform. Once registered Customers can upload or change their profile picture, edit his email, password. They will be able to get all features access once they are registered and manage the things from my profile section too.

3) Notifications:

a) Admin Users:

This feature is helpful to the users for receiving different kinds of Email notifications such as new password request, registrations, updates on properties, new properties for rent, new properties for sale, etc. It will be a kind of tool that will be helpful to the users for keeping themselves updated all the time at a go for all the updates and notifications from admin & higher authorities.

b) Customers:

This feature is helpful to the Customers for receiving different kinds of email notifications such as new password request, registrations, updates on latest properties, new properties on rent, new properties on sale, etc. It will be a kind of tool that will be helpful to the users for keeping themselves updated all the time at a go for all the updates and notifications from the admin, etc.

4) Reports

Admin Dashboard:

Admin Dashboard: The Admin will be able to generate below list of reports based on the needs of the admin. The reports will be generated from the admin panel on daily, weekly, monthly basis and by using a specific date or a date range.

a) Total Registered Customers

b) Total Properties sold

c) Properties by area

d) Custom Reports (up to 4 additional as per client choice).

5) Admin Control Panel:

By the help of this module the apps will be connected to a web admin by the help of web services. This will be the core module to manage the apps and to manage listed features and functionalities. It will be the core engine to manage the entire Android & IOS Apps along with the features to be managed by the help of web admin in real time.

6) Promotions & Email Newsletters:

Customers will have an option for newsletter signup; the registered customer can be show in the admin dashboard.

7) Activate/De Active Profile:

The admin & its admin users will be having the capacity to restrict spammers, non-performing and other unwanted users from using the platform by activating or deactivating the respective profile from the admin control panel.

8) Content Management System:

By the help of this system the admin can manage different content pages on the Web admin from the back-end. The admin can upload the content, pictures, videos, etc. from the admin panel. This module will help the admin in further to do all the information pages uploading, editing from the backend of the Web admin. i.e.: About us, who we are, Our Team, etc.

9) Google Map Integration:

This tool will be helpful to the customers to locate the properties and navigate to the location of the properties in real time using the google mapping available on the application. It will also be helpful to the customers to search the properties in the nearest location of their search locations.

10) Search & Advance Search Filter:

By the help of this system the customers can search for the properties based on different filters such as size of property, type of property, area, price, etc. and by the help of advance search they can search for a specific property which will be helpful to the users or customers for precise property search.

11) Offline Chat:

The system will have offline chat integrated for the users or customers to gather the inquiries from clients. This inquires will be stored in the backend of the super admin dashboard. Then the super admin can transfer those inquires to the agents available. The agents will be able to see the inquires in their dashboards forwarded to them by the Super Admin.

12) Heat Map:

By the help of this module the Admin can check the total usage of the visitors, IP and hits on daily basis. The total searches and pages visited by the visitors on the website& apps. They can also see the path and keywords searched to get on the website& apps. It will help the Admin to define the daily traffic, weekly, monthly and yearly traffic on the website & apps along with the behaviour of the users on the website& apps.

13) SEO Friendly Coding:

The website & apps will be having a proper latent semantic context to be kept in consideration during the coding & designing the website & apps. The entire front end along with the back end will be designed and developed with all the necessary standards of having a seo friendly platform to get ease in getting the website crawled on google and other search engines.

14) Social Media:

The website& apps pages will be connected to the social media such as Facebook, twitter, etc. which will be helpful to Customer to see company social media accounts. This will be helpful to generate awareness of the brand and its services & it will be indirect branding of the organization.

15) Responsive & Bootstrap:

The website will be highly responsive on all types of mobile and smart devices along with compatibility on all types of browsers. Normally a bootstrap website is smarter and its UI/UX is highly unique and viewable on any size of the screen of computer, tablets, mobiles, etc. This is more advanced than a responsive website.

16) Inquiry Management:

This tool will be helpful to the users for submitting the inquiry form using the front end of the website or apps and in turn receive a template email with a confirmation of the inquiry received. The same will also be helpful to the admin for getting the inquiries on different subjects and attending them. The inquires will be in the super admin dashboard which will be routed by the admin to the agents. The agents will get those inquires in their dashboard to attend.

17) Grid View & List View:

It will give different viewing option so users can access the listings in their choice of viewing.

18) Geo-Fence based Ads listing. (Only for App):

Normally property agents have small signboard in front of the house that they are selling. Here in this feature, the people who have downloaded the app will get the entire push notification of dynamic advertising on the mobile when a person is going from that property listing on the road in a car or bike or even by walking. So, when the customer comes to a location which is near to the property listed by your company, he or she will have the message on mobile app push notification with a nice advertisement of that specific listing.

19) Request a tour:

Customers can fill in a form to request the tour for a property which will be seen in the dashboard of the admin & admin will route it to the agents. The agents will be notified and see the tour request in their dashboards.

20) 360 degree (only Website):

Both outside and inside for the property and that will give a complete view of the property along with the community / surrounding area too. Outside view will be done using google API & inner view will be based on the pictures uploaded for a specific property.

21) Banner Management System:

The website will have a banner management system which will be helpful to the admin for managing it dynamically from time to time. The admin can upload an image or a media / video file on the banner background. The admin can add or delete the banner images and videos from time to time. It will also be helpful to the admin to create a greeting on different occasions, highlight for different launches, promotions, festivals, hot properties, etc. using the banner management system.

22) Mortgage Calculator:

The website and apps will have place holder for mortgage calculation for respective property. This will be done using a third party API.

23) MLS Listings:

The website and apps will display the properties using MLS API for its listings and display to the users on the front end of website and apps with mapping which will help locate the property on the map.

24) User Rights & Dashboard:

Admin & Agents will have their own dashboards. These dashboards will display all the features pertaining to their position. The admin will have full access and the agents will be given user rights for their dashboards depending on the operations they are involved in the organization.

TIME FRAME

55 working days

TECHNOLOGY

Programming Language: CodeIgnitor

Data Base: MYSQL

Scripting Language: Javascript & Jquery

Design: HTML 5.0 / Responsive, Photo shop

TIME FRAME

55 working days

ANDROID NATIVE APPS:

IDE: Android Studio

Data Base: MYSQL

Programming Language: Core Java

Supported Versions: Jelly Bean, Kitkat, Oreo, Lollipop, Marshmallow, nougat

IOS NATIVE APPS:

IDE: XCode

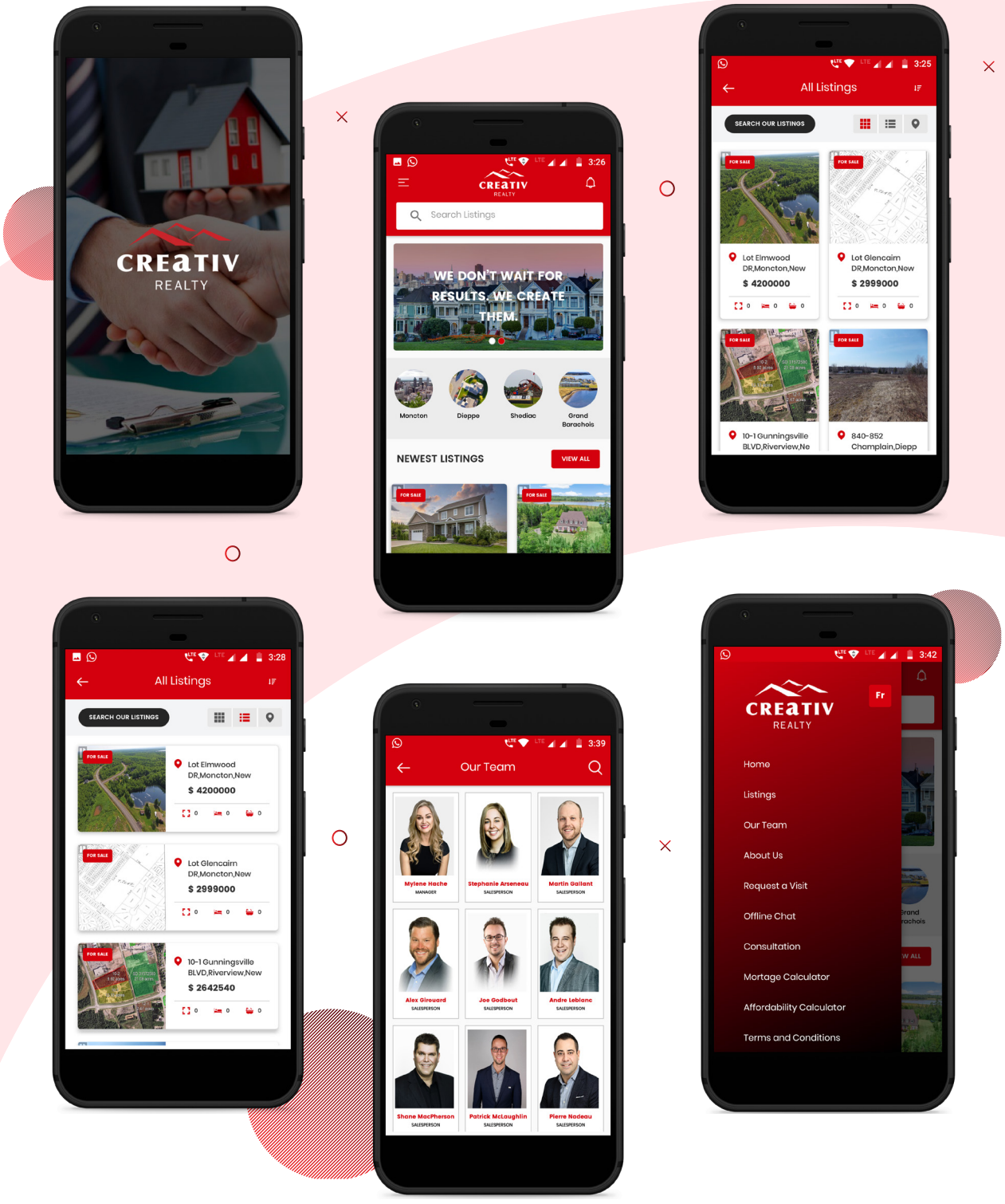
Programming Language: Objective-C

Frame work: Swift

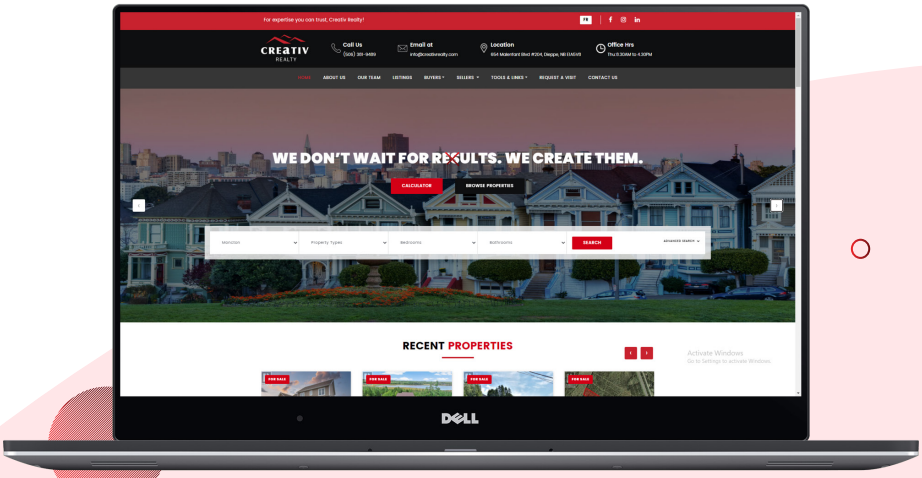
Supported Versions: 9.0 to 12

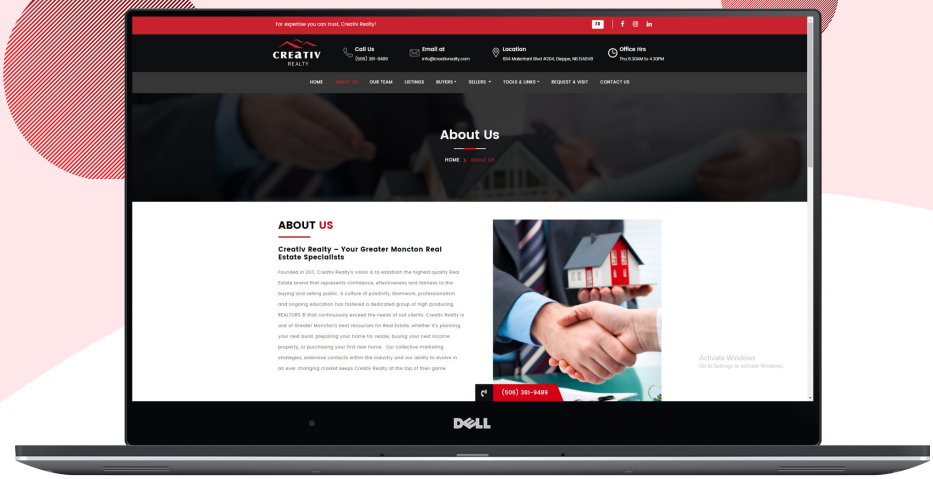
VISUALS

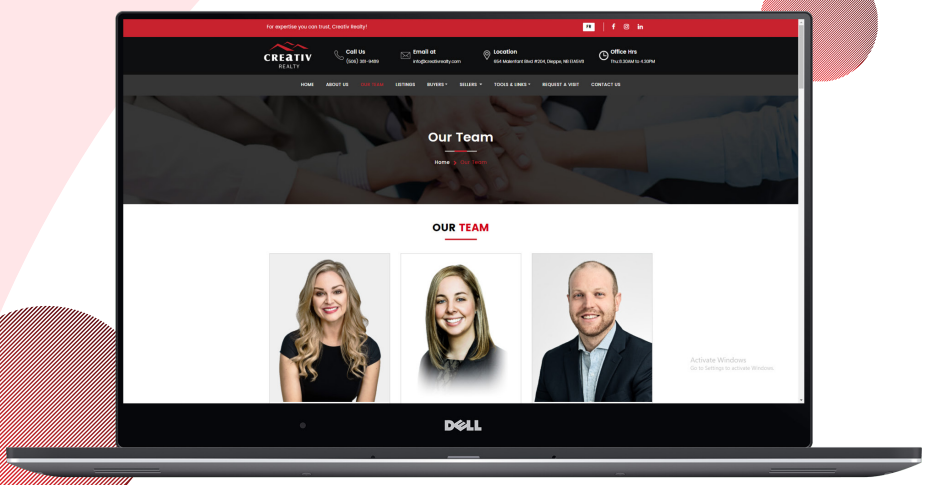
App Design

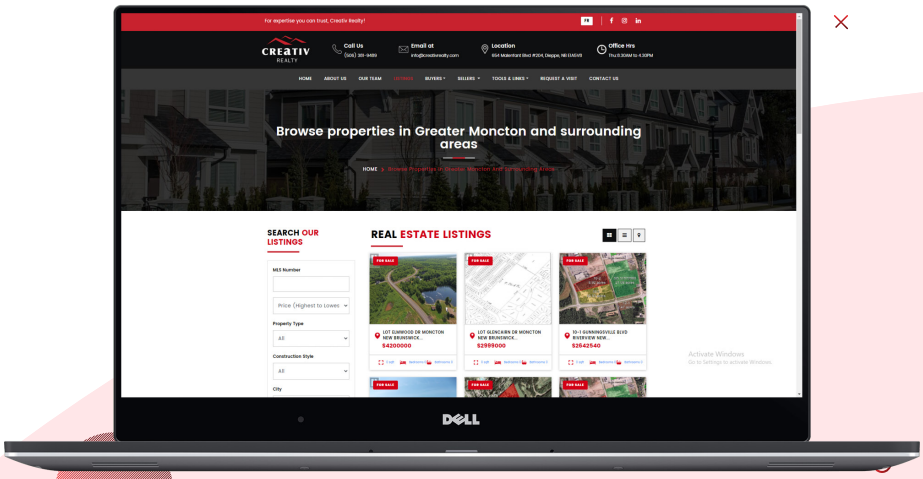


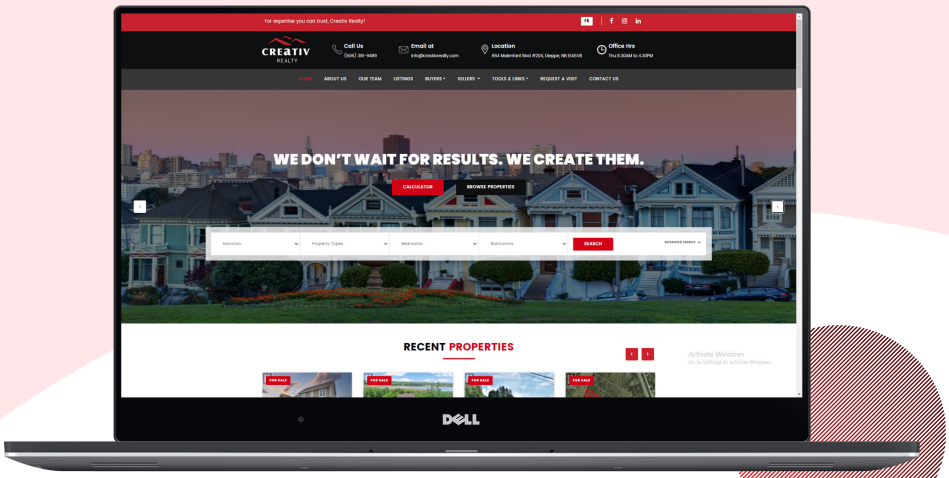
Web Design

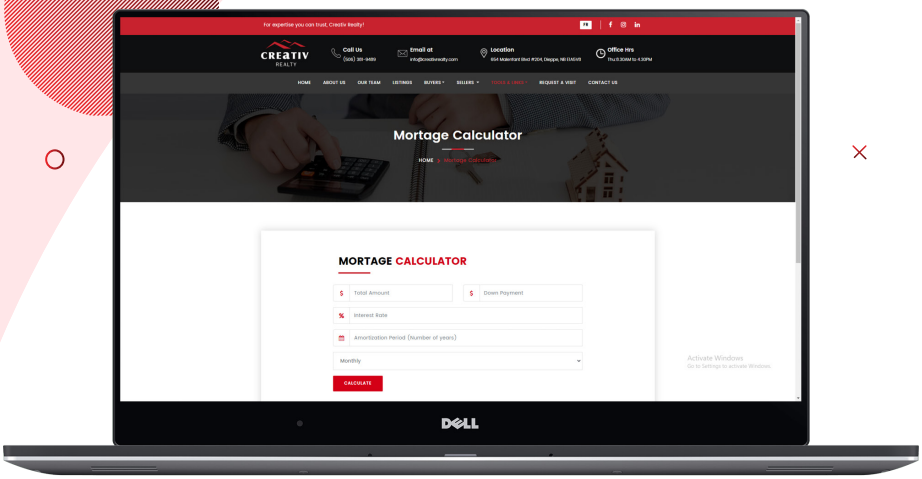

WE DON'T WAIT FOR RESULTS. WE CREATE THEM.
CALCULATOR
BROWSE PROPERTIES
SEARCH
RECENT PROPERTIES


About Us
ABOUT US
Creativ Realty – Your Greater Moncton Real Estate Specialists

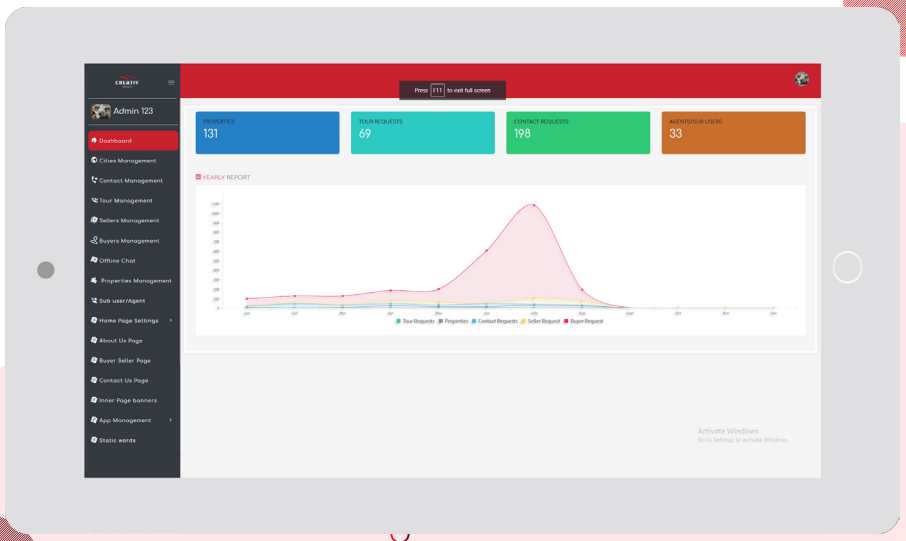

Our Team
OUR TEAM

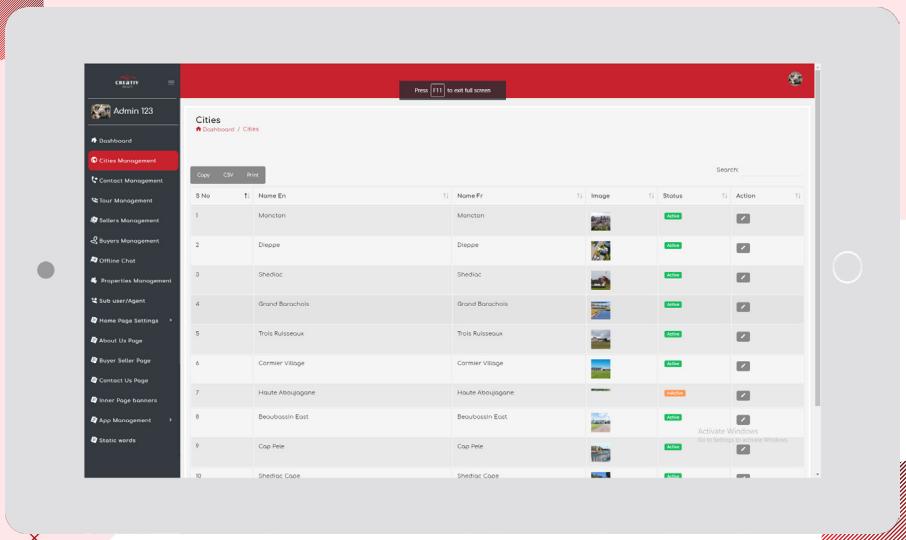

Browse properties in Greater Moncton and surrounding areas
SEARCH OUR LISTINGS
REAL ESTATE LISTINGS

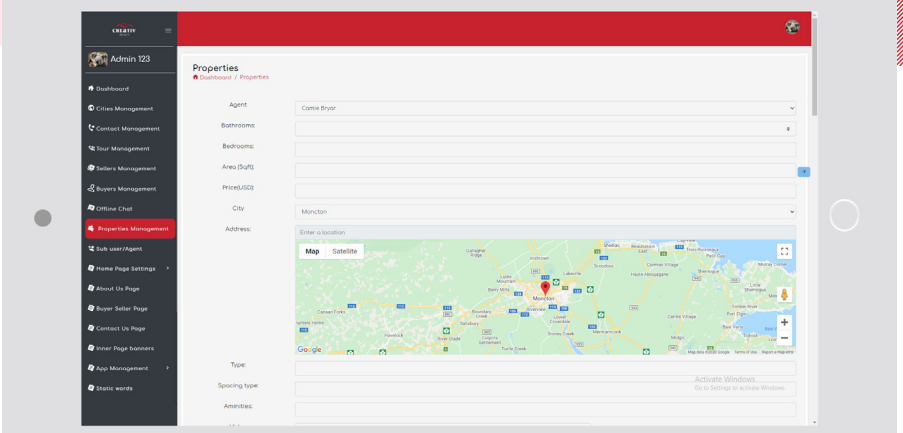

WE DON'T WAIT FOR RESULTS. WE CREATE THEM.
RECENT PROPERTIES

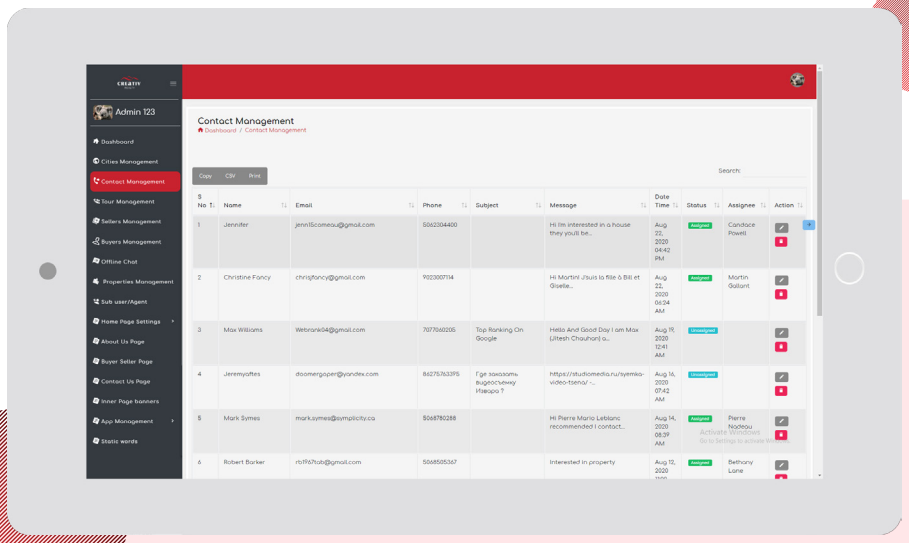

Mortage Calculator
MORTAGE CALCULATOR

Dashboard


Admin 123
Press F11 to exit full screen
131
69
198
33
YEARLY REPORT


Admin 123
Press F11 to exit full screen
Cities
Dashboard / Cities


Admin 123
Properties
Dashboard / Properties
Agent
Bathrooms:
Bedrooms:
Area (Sqft):
Price(USD):
City
Address:
Map
Satellite
Type:
Spacing type:
Aminities:


Admin 123
Dashboard
Cities Management
Contact Management
Tour Management
Sellers Management
Buyers Management
Offline Chat
Properties Management
Sub user/Agent
Home Page Settings
About Us Page
Buyer Seller Page
Contact Us Page
Inner Page banners
App Management
Static words
Contact Management
Dashboard / Contact Management
Copy
CSV
Print
Search:
S No
Name
Email
Phone
Subject
Message
Date Time
Status
Assignee
Action
1
Jennifer
jenn15comeau@gmail.com
5062304400
Hi I'm interested in a house they you'll be...
Aug 22, 2020 04:42 PM
Assigned
Candace Powell
2
Christine Fancy
chrisjfancy@gmail.com
9023007114
Hi Martin! J'suis la fille à Bill et Giselle...
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Assigned
Martin Gallant
3
Max Williams
Webrank04@gmail.com
7077060205
Top Ranking On Google
Hello And Good Day I am Max (Jitesh Chauhan) a...
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Unassigned
4
Jeremyoftes
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86275763395
Где заказать видеоскечку Изеара ?
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Mark Symes
mark.symes@symplicity.ca
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Hi Pierre Mario Leblanc recommended i contact...
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Pierre Nadeau
6
Robert Barker
rb1967tab@gmail.com
5068505367
Interested in property
Aug 12, 2020
Assigned
Bethany Lane