# LandFlow

LandFlow is an innovative real estate platform designed to streamline the process of finding and managing properties. It offers a user-friendly interface for both buyers and sellers, facilitating seamless transactions and enhancing the overall experience in the real estate market.

## What "LandFlow" is actually about

LandFlow is an AI-powered SaaS app organizes property data into a searchable, collaborative workspace for real estate teams.

## Why Bob

- Full-Stack Engineer
- Product Designer
- Product Manager

## My Responsibilities:

- Wireframes
- Product Design
- Website

## Tools Used

- Figma (UI/UX Prototyping, Flows, & Design)
- Figma
- Cursor (AI - Google Gemini, Claude Sonnet, & ChatGPT 5.1)

## Challenge Overview

Real estate teams struggle with fragmented workflows, scattered data, and slow lead response times. The challenge was to design a unified, intuitive platform that centralizes property data, automates lead capture, and empowers teams with collaborative tools—all while maintaining a clean, professional interface that users would actually want to use daily.

## Objectives of the LandFlow App

- Reduce time to first lead response by automating lead capture and routing
- Centralize property data from multiple sources into a searchable workspace
- Enable real-time collaboration between agents, teams, and their clients
- Provide a mobile-first experience for agents on the go
- Simplify onboarding so teams can start seeing value within minutes

## User Research

Interviews & surveys revealed the challenges SMB real estate agencies face when expanding to digital tools. Key pain points included fragmented workflows across spreadsheets, email, and CRMs, and the time wasted on lead capture and follow-up. These insights shaped the core feature set and UX priorities for the platform.

**Insights Matrix**

| Insight | Implication |
|---|---|
| Agents are working primarily on the smartphone, several times a day, and expect instant responsiveness and ease of use. | Mobile-first design is critical. Lead capture and follow-up must be fast and frictionless. |
| Lead response speed directly impacts conversion rates. | Automated lead capture and routing is a high-value feature. |
| Teams need to share data and collaborate on deals, but current tools force them into separate silos. | Collaboration features must be built into the core workflow, not bolted on later. |
| Agents want to spend more time with clients and less time on admin work. | Automation should handle data entry, follow-ups, and reminders so agents can focus on relationships. |

## Pain Points

- Lead response - Median of nothing to business hours
- Data entry - Manual copy-paste across spreadsheets and CRMs
- Tool fatigue - Switching between 3–5 tools daily
- Mobile friction - Desktop-first tools unusable on the go
- Poor search - Finding properties is slow and tedious
- Lost leads - No follow-up system, leads go cold
- Collaboration - Teams share screenshots and spreadsheets instead of real-time data

## Target Audience

**Industry Segments**

## User Persona

**Alex**

Alex is a mid-career residential agent who juggles leads, open houses, and client follow-ups across multiple tools. He needs a mobile-first platform that helps him stay organized and never miss a lead.

**Goals & Needs**

- Stay organized with leads, listings, and upcoming appointments
- Respond to leads quickly from anywhere
- Keep clients informed without manual follow-up
- Spend more time with people and less time on admin work

**Pain Points**

- Switching between 3–5 tools daily is exhausting
- Manual follow-up means some leads go cold
- Desktop-only tools are unusable between showings
- Spreadsheets get lost or outdated quickly

| Name | Alex Ng |
|---|---|
| Age | 34 |
| Location | New York, NY |
| Occupation | Lead Agent, Lux Realty |

## User Flexibility

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## Competitive Analysis

Key competitors include Zillow, Realtor.com, and Redfin, which provide consumer-facing property search and lead generation tools. These platforms focus primarily on lead capture and marketplace functionality, but lack robust internal workflow tools for managing teams and client relationships.

| Key CRM | CoreStar | BlueFire | AirNest |
|---|---|---|---|
| LandIq | Pathway to Success | AcuCrest | CrossKey |
| Cleanse | | | |

Other competitors include Salesforce, Follow Up Boss, and Kenect, which provide CRM and lead management tools but require significant customization to support real estate workflows. These platforms offer more flexibility but require more setup and maintenance compared to purpose-built real estate solutions.

## LandFlow User Flow

## MVP SCOPE

## Wireframes

## Website Part one

## App UIX Designs

## Style Guide

Typography

Aa ...

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Inter

Inter is a clean, modern sans-serif typeface designed for digital interfaces. It offers excellent readability across all sizes and supports a wide range of weights.

**Headings: Aa**

Headings: Lg

Headings: Sm

Lorem Ipsum

Lorem Ipsum

## Thank You

Tarsem Design Club