



Case Study

Responsive Web App

Commercial Real Estate Development – Field Property Scouting Solution

Client

The client is a large regional commercial real estate development company with offices in the Northeastern United States. The company acquires select raw land and underdeveloped properties in major cities in the Northeast and builds high-end rental properties in select neighborhoods.

Challenge

Create a capability whereby the company can accelerate the discovery and acquisition of target properties, increase business opportunities and effectively outpace their competition. By providing real time mobile connectivity field personnel can communicate critical property data, owner information and deal terms. Utilize real-time bidirectional communication capabilities so that key decision makers can take action immediately and reduce lost opportunities. The goal of the implementation was to create a real time evaluation, tracking and purchase funnel, reduce the length of the purchase cycle and more effectively acquire target properties.

Services Rendered

- **Consulting**
Project assessment /evaluation/planning
- **Prototyping**
Responsive UI/UX Design, Wire-framing
- **Development**
Custom CMS, Server & Mobile Client Tier programming

Solution

After Ego7's strategy team understood the vision and goals for Scouter, the Ego7 team set forth to develop and design a responsive web application. The strategy team conducted extensive evaluation of third-party GIS providers such as ARC GIS, various city tax map data such as Department of City Planning's Tax Block and Tax Lot Base Map project and cloud-server service providers to formulate the solution. After iterating through various UI/UX concepts Ego7's design team chose a map-based interface approach as the optimal solution for web and mobile access. Utilizing responsive design coding principles and the .NET platform the Ego7 development team created a custom solution which integrated MapPluto other city tax lot data and geometry datasets. The core data was dynamically accessed and integrated with ARC GIS map server to allow for internet and mobile delivery of map data. A custom content management framework was built to administer the solution. The application allows our clients' field personnel to collect data, monitor target properties, update deal progress and communicate this vital information in real time to key decision makers. The initial launch of the application has proven to decrease purchase cycle times and better coordinate scouting teams, decision makers and deal execution teams.

Features

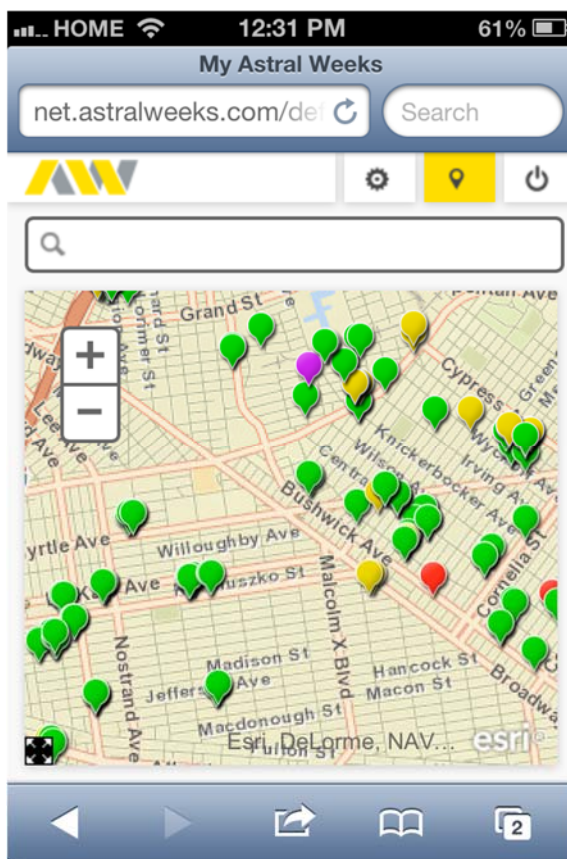
- Users can log into the Scouter web and drop pins onto a web and mobile enabled tax map which displays the block and lot numbers, street names, and property dimensions.

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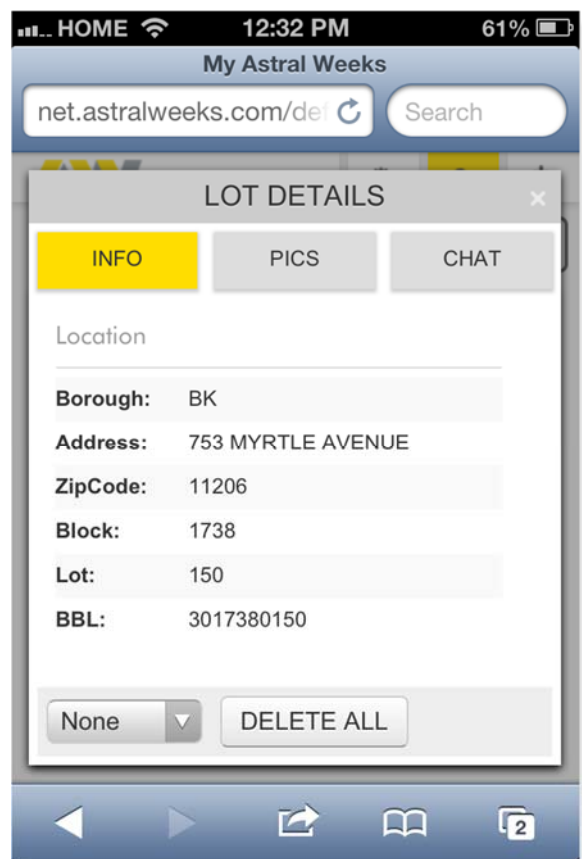
- Users have access to interactive features that are related to properties based on their city block and lot
- View building and zoning information (these data include address, lot size, zoning, gross floor area, land use, year built, number of floors, and number of buildings.)
- Personalized notes (which include past owners, offers made, photo add-ons, research and a status log)

Screenshots

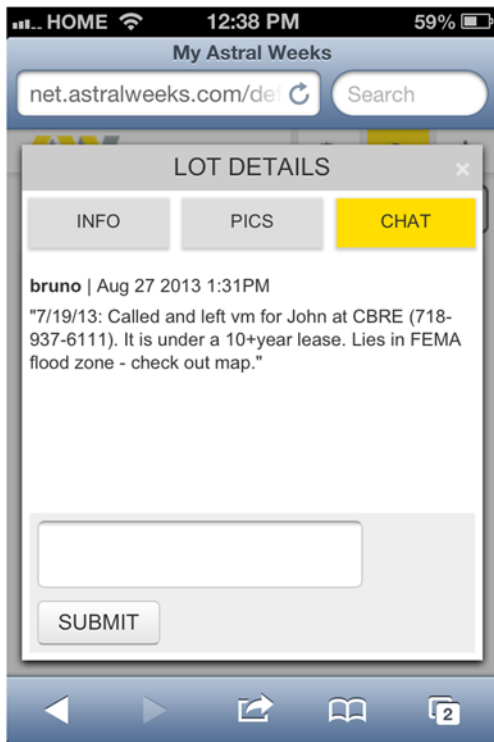
Map View



Detail View



Detail View



Login View

