



Design Brief: CribSearch

Tagline: "*Hunt Smarter. Live Better.*"

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## 1. Project Overview

*CribSearch* is a web and mobile real estate discovery platform designed to transform traditional property search into an immersive aerial exploration experience. Inspired by the intuitive navigation style of mapping platforms like Google Maps, *CribSearch* enables users to visually scout neighborhoods using a satellite-based, interactive map interface.

Rather than browsing static lists only, users explore properties from an aerial point of view with real-time, color-coded markers indicating availability and status. The platform combines geospatial mapping, live property data, advanced filtering tools, and premium analytics to bridge the gap between passive browsing and intelligent property decision-making.

*CribSearch* operates on a freemium model, offering accessible core features while monetizing advanced tools for serious buyers, investors, agents, and developers.

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## 2 Objectives

### Primary Goal

Enable users to visually discover, analyze, and compare properties using a dynamic aerial interface—reducing unnecessary physical visits and accelerating decision-making.

### Secondary Goals

- Increase engagement through an intuitive, map-first experience.
  - Provide instant visual property status recognition through color coding.
  - Deliver seamless cross-device usability (Web, iOS, Android).
  - Integrate real-time availability updates.
  - Generate sustainable revenue through tiered premium features and B2B offerings.
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### 3. Target Audience

#### Primary Users (B2C)

- Home buyers (first-time and repeat)
- Renters
- Real estate investors
- Age range: 25–45
- Digitally fluent users familiar with interactive map applications

#### Secondary Users (B2B)

- Real estate agents
- Property managers
- Real estate developers
- Institutional investors

#### User Needs

- Quick neighborhood-level insights
- Clear property availability status
- Smart filtering and comparison tools
- Minimal text-heavy interfaces
- Data-backed investment insights (for advanced users)

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### 4. Core Features

#### 4.1 Map-Centric Interface

- Satellite/aerial default view
- Smooth panning, zooming, tilting (3D view)
- Real-time interactive property markers
- Marker clustering at low zoom levels

#### 4.2 Property Status Markers

- Green: Vacant / Available
- Red: Occupied / Full
- Yellow: Pending / Unconfirmed

Markers expand into detailed overlays when clicked.

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#### 4.3 Search & Filtering

- Location search (city, estate, ZIP/postal code)
- Advanced filters
  - Price range
  - Bedrooms
  - Property type
  - Amenities
  - Size (sqm/ft<sup>2</sup>)
  - Investment yield (Premium)

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#### 4.4 Property Details Panel

Clicking a marker reveals:

- Image gallery
- Price
- Description
- Amenities
- Virtual tour (if available)
- Contact/schedule viewing
- Save to favorites

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#### 4.5 Additional Tools

- Street-level view (API integration where feasible)
  - Mortgage calculator integration
  - School and transport overlays
  - Crime and infrastructure heatmaps (Premium)
  - Saved searches and alerts
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## 5. User Interface & Experience Design

### Overall Experience

Clean, immersive, map-first design. The map is the hero element.

### Desktop Layout

- Full-screen map
- Collapsible top search bar
- Left-side filters panel
- Right-side property detail panel

### Mobile Layout

- Map occupies ~80% of screen
- Bottom sheet for filters/search
- Swipe-up detail panel

### Visual Identity

- Neutral base palette (white, light gray)
- Marker accent colors (green, red, yellow)
- Blue for actionable UI elements
- Sans-serif typography (e.g., Roboto)
- Subtle animated transitions for zooming and overlays

### Accessibility

- High contrast mode

- Screen reader compatibility
  - Keyboard navigation
  - Alt text for imagery
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## 6. Freemium & Premium Pricing Model

OribSearch operates under a multi-tier monetization strategy (B2C + B2B).

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### 6.1 Free Tier (Guest & Basic Accounts)

Users can:

- Browse aerial map
- Use basic filters
- View limited property details
- Save up to 5 properties
- Receive limited alerts

Restrictions:

- Daily limit on full property views
- Ads displayed
- Nb advanced data overlays
- Nb early-access listings

Purpose: Encourage adoption while demonstrating value for upgrade.

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### 6.2 Premium User Plans (B2C)

Premium Explorer

Monthly / Annual Subscription

Includes:

- Unlimited property views

- Advanced filtering tools
- Ad-free experience
- Unlimited saves
- Early access listings (24–48 hours)
- Smart AI recommendations
- Advanced map overlays (schools, transport, safety)

Target: Active buyers and renters.

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#### Investor Pro

Includes everything in Premium Explorer plus:

- Rental yield calculators
- Historical pricing trends
- Area appreciation forecasts
- Downloadable PDF reports
- Portfolio tracker dashboard
- Investment scoring index

Target: Real estate investors and analysts.

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### 6.3 Agent & Developer Plans (B2B)

#### Agent Basic

- List properties
- Access lead dashboard
- Standard marker visibility
- Listing analytics

#### Agent Pro

- Priority marker placement

- Highlighted/animated pins
- Featured placements
- Engagement analytics
- CRM integrations

#### Developer Enterprise

- Bulk uploads
  - Branded map zones
  - Sponsored overlays
  - API integration access
  - Custom reporting dashboard
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#### 6.4 Paywalled Features

Locked behind subscription tiers:

- Historical pricing graphs
- 3D neighborhood overlays
- Investment score indicators
- Off-market listings
- Direct messaging tools
- Exportable reports
- Comparative market analysis tools

Optional:

- One-time purchase premium reports (microtransactions)
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#### 6.5 In-App Monetization

- Featured listing boosts
- Sponsored pins

- Geo-targeted ads
  - Affiliate partnerships (mortgage, moving, insurance)
  - Commission referral model
  - White-label enterprise licensing
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## 6.6 UX Considerations for Paywall

- Soft paywalls (blurred premium data previews)
  - Clear comparison table
  - 7–14 day free trial
  - Annual plan discount incentives
  - Seamless checkout (Stripe, PayPal, Apple Pay, Google Pay)
  - Non-intrusive upgrade prompts
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## 7. Technical Requirements

### Frontend

- React.js or Vue.js (Web)
- React Native (iOS & Android)

### Backend

- Cloud-based scalable infrastructure
- WebSocket support for real-time updates
- Secure REST/GraphQL APIs

### Data Integrations

- Mapping APIs (Google Maps / OpenStreetMap)
- Real estate data feeds
- Payment gateway integration
- CRM integrations

## Security

- Role-based access control
- Encrypted user data
- Secure authentication
- GDPR compliance
- Anti-location spoofing protections

## Performance

- Caching of frequent searches
  - Optimized marker clustering
  - Lazy loading imagery
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## 8. Branding & Identity

### Logo Concept

A stylized map pin shaped like a home roofline with subtle upward motion elements to represent aerial scouting.

### Brand Tone

Professional, modern, empowering.

### Brand Promise

OribSearch gives users clarity, trust, and confidence in property decisions.

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## 9. Development Timeline

### Phase 1 (2–4 Weeks)

Research, competitive analysis, wireframes

### Phase 2 (4–6 Weeks)

UI/UX high-fidelity prototypes

### Phase 3 (6–8 Weeks)

Development and internal testing

## Phase 4 (2 Weeks)

Beta launch and iteration

### Deliverables

- Wireframes
  - Figma prototypes
  - Design system/style guide
  - Interactive demo
  - Final production-ready codebase
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### Strategic Positioning Summary

OribSearch is not just a property listing platform. It is:

- A map-first exploration engine
- A data-driven investment tool
- A visibility marketplace for agents
- A scalable SaaS real estate platform

By combining immersive aerial discovery with tiered monetization, OribSearch positions itself as a next-generation prop-tech solution capable of serving casual renters, serious investors, and enterprise developers alike.

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