

1. Personas

Here are three personas: two core personas for the MVP and one persona for the stretch features.

Persona 1: Real Estate Agent

- **Description:** Busy real estate agents who use the platform to manage and track leads efficiently. They want to view, update, and score leads based on client interactions.
- **Goals:** To easily track leads, assess lead interest level (via scoring), and view client inquiries.
- **Pain Points:** Limited time, need for quick and efficient tools, desire for organized data.

Persona 2: Sales Manager

- **Description:** Managers overseeing multiple agents' performance. They access aggregated data on lead performance and can make recommendations for follow-up.
- **Goals:** To monitor agent activity and lead quality and identify high-priority clients.
- **Pain Points:** Limited visibility on agent activities without consistent reporting.

Persona 3 (Stretch Feature): Executive/Decision-Maker

- **Description:** Higher-level executive who views overall company lead performance data, conversion rates, and client feedback.
 - **Goals:** To gain insights on company-wide lead effectiveness, make strategic decisions on lead generation efforts, and identify top-performing agents.
 - **Pain Points:** Lack of data insights, need for comprehensive performance dashboards, desire for analytics on lead conversion.
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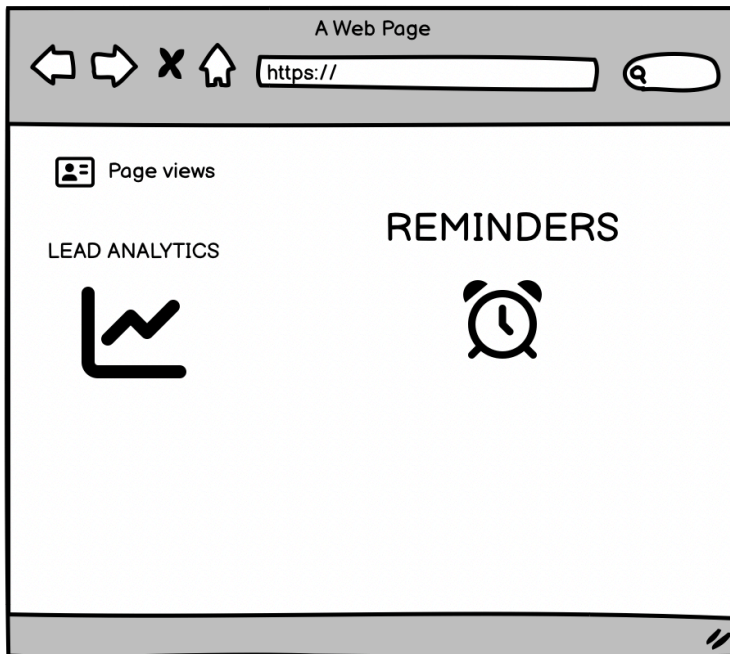
2. Wireframes

Following are the wireframes outlining key pages for the MVP and any stretch feature screens that would support the executive persona.

MVP Pages

- **Log In/Sign-Up:** A simple page where agents and managers can log in or create an account.
- **Dashboard:** Displays a list of leads, scores, and contact actions. The layout includes:
 - Lead name, score, last inquiry date, and actions.
 - Filters and sorting options.
- **Lead Details Page:** Allows adding inquiries and viewing interaction history with scoring updates.

- **Inquiry Form:** A form for agents to submit lead inquiries that impact the lead's score.



Stretch Feature Pages

- **Analytics Dashboard (for Executives):** Displays performance summaries and visual data charts for company-wide lead performance, lead conversion rates, and top-performing agents.
- **Advanced Reporting:** A reporting page allowing executives to generate custom reports based on specific criteria, such as lead scores over time or agent performance metrics.

3. Storyboards

The storyboards walk through user journeys for each persona, showing their goals, interaction steps, and page flows.

Storyboard for Real Estate Agent

- **Goal:** Track and score leads to prioritize follow-ups.
- **Flow:**
 1. **Log in** → 2. **Dashboard** (views lead list) → 3. **Select Lead** (opens lead details) → 4. **Add Inquiry** (submits details, score updates) → 5. **Dashboard** (sees updated score).

Storyboard for Sales Manager

- **Goal:** Monitor agent activities and overall lead quality.
- **Flow:**
 1. **Log in** → 2. **Dashboard** (filters for high-scoring leads) → 3. **Lead Details** (reviews inquiries and scores) → 4. **Dashboard** (marks priority leads for agents to follow up).

Storyboard for Executive (Stretch Feature)

- **Goal:** Access analytics and performance data for decision-making.
 - **Flow:**
 1. **Log in** → 2. **Analytics Dashboard** (views charts on lead conversion, top agents) → 3. **Advanced Reporting** (creates a custom report for lead scores over time).
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4. Style Guide

For a professional look that aligns with real estate and business applications, we'll specify colors, fonts, and layout guidelines:

Colors

- **Primary Color:** #0047AB (Rich Blue for buttons, headers)
- **Secondary Color:** #FFC300 (Yellow-Gold for accents and icons)
- **Neutral Color:** #F0F0F0 (Light gray for backgrounds)
- **Text Color:** #333333 (Dark gray for text)

Typography

- **Primary Font:** Sans-serif (Roboto or Arial for readability)
- **Headings:** Bold, 18–24px
- **Body Text:** Regular, 14–16px

Button Styles

- **Primary Button:** Blue background, white text, slight shadow.
- **Secondary Button:** Gray border, light gray background, black text.

Input Fields

- Rounded borders, subtle gray shadow for focus state.