Product Overview

SOURCERY PRODUCT DESCRIPTION

Sourcery is a modern SaaS platform built for the property industry that helps users source, analyse, and manage property opportunities in a single streamlined system.
It replaces scattered spreadsheets, manual due diligence, and fragmented research tools with one connected workflow designed for speed, accuracy, and clarity.

Core Purpose

Sourcery enables property professionals to quickly identify high-potential deals, understand their viability through real-time data, and move opportunities through a repeatable pipeline. It brings structure, automation, and intelligence to a process that is traditionally slow and highly manual.

What Sourcery Does

1. Aggregates Property Opportunities

Users can view, import, and track property deals from different sources in one unified dashboard.
This ensures nothing gets lost and provides a complete view of their pipeline.

2. Automates Key Analysis

Sourcery pulls in relevant data and allows users to calculate essential metrics, such as:

- Yield

- ROI

- Refurbishment budgets

- Exit values

- Comparable sales data

- Cashflow projections

This helps users make fast, confident decisions without switching tools.

3. Streamlines Due Diligence

The platform centralises:

- Notes

- Documents

- Agent communication

- Risk flags

- Compliance checkpoints

It replaces long email threads and disorganised notes.

4. Provides a Deal Pipeline View

Users can move opportunities through custom workflow stages such as:

- Reviewing

- Analysing

- Offer submitted

- Under negotiation

- Completed / archived

This creates clarity and saves hours of admin per week.

5. Enhances Team Collaboration

Multiple team members can access and update deals with permission controls and shared workspaces.

6. Helps Users Act Faster and More Professionally

By using Sourcery, users get:

- More organised

- More efficient

- More accurate in their numbers

- Better at spotting viable opportunities

- More credible when presenting deals to investors or partners

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Who Uses Sourcery

The product is designed for:

- Individual property investors

- Deal sourcers

- Portfolio builders

- Small agencies

- Property consultants

- Developers and acquisition teams

Anyone who regularly evaluates property opportunities benefits from Sourcery.

Why It Matters

The property sourcing process today is:

- Manual

- Time-consuming

- Error-prone

- Dependent on spreadsheets

- Lacking visibility and structure

Sourcery solves these problems with a **beautiful, organised, software-driven system** that improves the entire workflow.

Positioning Summary (for Designers)

Sourcery should look and feel like:

- A modern SaaS product

- Clean, light, structured, confident

- Fast, efficient, intelligent

- Professional but approachable

- Grounded in property but not traditional estate-agent branding

We are not a consumer app.
 We are not a flashy AI tool.
 We are a reliable, data-driven productivity platform built specifically for property deal management.

Positioning Summary (for Developers)

The platform is effectively:

- A dashboard-driven tool

- A data aggregation and analysis system

- A structured pipeline manager

- A collaborative workspace

This informs how components, layouts, and interactions should be designed.

Positioning Summary (for Account Managers)

When communicating with stakeholders:

- Sourcery saves time

- Reduces mistakes

- Organises deal flow

- Helps users appear more credible

- Provides a competitive advantage

- Makes property sourcing more scalable

PART A: BRAND IDENTITY GUIDELINES

PART A: BRAND IDENTITY GUIDELINES

This section defines all brand identity elements required for Sourcery, the SaaS platform in the property technology sector.

All team members working on brand identity should follow this as the **single source of truth**.

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1. Logo System

Definition

A complete logo system for a modern SaaS product, optimised for both marketing and software UI environments.

Deliverables

- Primary wordmark

- Secondary/condensed wordmark

- Standalone icon mark

- Monochrome light and dark versions

- Horizontal and stacked variants

- Favicon set

- Logo usage and spacing guide

Design Parameters

- Must be readable at very small sizes

- No gradients in primary logo

- Light-mode optimised

- Style references: clean, geometric, software-focused

- Icon should subtly reference property, structure, or sourcing without becoming literal

Intended Use Cases

- Website

- App header

- Marketing campaigns

- Business documentation

- App icons and favicons

File Requirements

- SVG master files

- PNG exports

- PDF brand sheet

- Favicon sizes: 16px, 32px, 48px, 180px

Responsibility

Designer responsibility
 Account Manager reviews and approves

Acceptance Criteria

- Legible at 16px

- Works on white backgrounds

- Consistent across all formats

2. Colour Palette

Definition

A modern light-mode palette with bright accents connected to the property sector.

Deliverables

- Primary colour (1 or 2 tones)

- Secondary palette (2 to 3 tones)

- Accent palette (bright SaaS-friendly colours)

- Neutrals (white, grey scale, charcoal)

- Colour usage chart

- Accessibility contrast notes

Design Parameters

- Must feel software-first, not traditional real estate

- Bright accents acceptable but must remain professional

- Palette must be optimised for dashboards, charts, and UI controls

Intended Use Cases

- SaaS UI components

- Website

- Marketing graphics

- Status indicators (success, error, info)

File Requirements

- HEX, RGB, HSL

- Palette chart

Responsibility

Designer

Acceptance Criteria

- All interaction colours meet AA contrast where relevant

- Palette has clear light-mode bias

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3. Typography System

Definition

A modern, easily readable type system suitable for both marketing materials and SaaS interface design.

Deliverables

- Heading font family

- Body font family

- Font-scale hierarchy (H1–H6, paragraph, caption, overline)

- Line-height, spacing, and weight guidelines

- Usage examples for UI vs marketing

Design Parameters

- Clean sans-serif fonts only

- Must be optimised for UI readability

- Avoid decorative styles

- Body size must remain legible at small dashboard sizes

Intended Use Cases

- All app UI

- Marketing website

- Social content

- Documentation

File Requirements

- Google Fonts or web-font licence links

- Typography guideline sheet

Responsibility

Designer

Acceptance Criteria

- Consistent hierarchy

- Works in both dark text on white and accent text on white

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4. Iconography System

Definition

A unified icon set aligned with the brand's geometric SaaS aesthetic.

Deliverables

- Minimum core set of 16 icons

- Icon grid system (24px or 32px)

- Stroke/solid rules

- Usage notes

Design Parameters

- Software UI style

- Rounded corners encouraged

- Simple, readable shapes

- One consistent stroke width

Intended Use Cases

- App features and navigation

- Feature lists

- Marketing diagrams

File Requirements

- SVG individual icons

- Master icon set folder

Responsibility

Designer

Acceptance Criteria

- All icons visually consistent

- Readable at 16px

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5. Image & Illustration Guidelines

Definition

Guidance on photography, illustrations, and visual treatments.

Deliverables

- Photography style direction

- Illustration style (optional)

- Colour treatments

- Example layouts

Design Parameters

Photography:

- Bright, clean imagery related to property, data, analysis

- Avoid cliché estate agency stock

Illustrations:

- Simple, minimal, geometric

- Light gradients allowed only in extended visuals

- Avoid playful or cartoon styles

Intended Use Cases

- Marketing hero sections

- Explainer graphics

- Onboarding screens

File Requirements

- JPG, PNG

- Defined aspect ratios

Responsibility

Designer

Acceptance Criteria

- Style consistent with colour palette and typography

- Scalable for website and app

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6. Social Media Brand Kit

Definition

Templates for brand visibility and marketing content.

Deliverables

- Instagram post template (1080x1080)

- Instagram story template (1080x1920)

- LinkedIn post templates (1200x1200 and 1200x628)

- Cover banners for LinkedIn and X

Design Parameters

- Must follow brand identity rules

- Keep layouts clean, text-light, modern

Intended Use Cases

- Announcements

- Product updates

- Feature highlights

File Requirements

- Figma or Canva templates

- PNG exports

Responsibility

Designer

Acceptance Criteria

- Templates reusable with minimal editing

- Visual consistency across platforms

PART B: SAAS APP UI/UX DESIGN SYSTEM

PART B: SAAS APP UI/UX DESIGN SYSTEM

This section focuses exclusively on the **application design**, not the marketing website.

This system ensures the Sourcery app UI is visually consistent, scalable, and developer-ready.

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1. UI Design Foundation

Definition

A full design system for the SaaS dashboard.

Deliverables

- UI component library

- Spacing scale

- Grid system

- Shadows, borders, and corner-radius rules

- Light mode UI theme

Design Parameters

- Light-mode primary environment

- Components must be modular

- Consistency with brand palette and typography

- Avoid heavy gradients

Intended Use Cases

- Dashboard

- Settings

- Reports

- User flows

Responsibility

Designer

Acceptance Criteria

- Every component uses consistent spacing and colours

- System must be build-ready for React/Next.js or similar frameworks

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2. Component Library

Definition

A full suite of reusable UI elements.

Deliverables

- Buttons (primary, secondary, ghost)

- Inputs (text, email, number, dropdowns, selects)

- Checkboxes, toggles, radios

- Cards (default, metric, interactive)

- Tables

- Pagination

- Alerts and toasts

- Modal windows

- Nav bar, sub-navigation

- Sidebar navigation layout

- Chart styling (bar, line, pie)

Design Parameters

- Rounded corners

- Clean strokes

- High readability

- Works across desktop and tablet

Responsibility

Designer

Acceptance Criteria

- Consistent radius, shadows, spacing

- All components documented and labelled

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3. Core App Screens (Wireframes + UI)

Pages Required

1. Dashboard home

2. Properties page

3. A property detail view

4. Data metrics or insights page

5. User settings

6. Admin settings

7. Login

8. Onboarding sequence

Deliverables

- Low-fidelity wireframes

- High-fidelity UI designs

- All interactions annotated

Design Parameters

- Focus on clarity and structured layout

- Use property-related metadata blocks

- Keep consistent margins and grid

Responsibility

Designer

Acceptance Criteria

- All screens complete and in Figma flows

- User flows clear to the development team

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4. Interaction & Motion Guidelines

Definition

Consistent micro-interactions for UX consistency.

Deliverables

- Hover states

- Active states

- Button press states

- Loading animations

- Chart transitions

- Modal entry/exit behaviours

Design Parameters

- Keep transitions subtle

- Use opacity and scale, avoid large sweeping animations

Responsibility

Designer

Acceptance Criteria

- All interactions documented

- Aligns with modern SaaS UI conventions

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5. Handoff Requirements

Deliverables

- Figma file with organised components, naming, and structure

- Exportable assets with correct resolution

- Documentation board summarising usage

- Accessibility considerations

Responsibilities

Designer prepares files
Account Manager checks Figma cleanliness
Developer receives and signs off

Acceptance Criteria

- No missing components

- No inconsistent colour or typography usage

- All layers correctly labelled

WEBSITE PROJECT BRIEF

SOURCERY WEBSITE PROJECT BRIEF

Framer CMS Website Build
High-level project specification prioritising waitlist landing page
Updated to remove wireframing phase

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1. Project Purpose

Sourcery needs a modern, efficient, high performing marketing site built using Framer CMS. Instead of creating wireframes from scratch, the team will select a **high quality Framer SaaS template** and adapt it to Sourcery's brand identity, voice, product visuals, and messaging.

The website must act as a conversion engine, communicating Sourcery's value and capturing early adopters.

The first deliverable is the **waitlist landing page**, which must launch quickly. The rest of the site will follow using the same template foundation.

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2. Objectives

- Launch a polished waitlist page fast

- Hold high conversion rates

- Create a scalable, modular site using a Framer template

- Apply all new brand system elements consistently

- Build trust and credibility

- Clearly articulate what Sourcery is and why it matters

- Set up a CMS structure suitable for future content growth

- Maintain SaaS-level performance, responsiveness, and SEO

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3. Target Users

Same as previously defined: property investors, deal sourcers, portfolio builders, small acquisition teams, and consultants.
 All content and visuals should be relevant to this audience.

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4. PHASE 1: WAITLIST LANDING PAGE

This page is the priority and must be delivered first.

Since we're using a template:

4.1 Template Adaptation Requirements

- Choose a Framer template optimised for SaaS products

- Replace placeholder elements with Sourcery's brand identity

- Adjust layout and sections where needed

- Ensure the visual language strongly signals "modern software product"

- Ensure accessibility and clarity

4.2 Required Sections (Maintaining Template Flow)

1. **Hero Section**

   ○ Clear headline

- Subheading explaining Sourcery in one sentence

- Email signup form or waitlist CTA

- Optional animated UI element or screenshot teaser

2. **Short Product Explanation Block**

- Use template's feature block layout

- Convert into 3 or 4 Sourcery-specific benefits

3. **Value Proposition Section**

- What problem Sourcery solves

- For whom

- Why existing solutions fail

4. **Preview of App Interface**

- Template's "screenshot" or "product mockup" section styled using Sourcery UI

- Must follow the light-mode aesthetic

5. **Social Proof (or Placeholder)**

- Use template's logos/testimonial blocks

- Replace with placeholders if no content exists yet

6. **Secondary CTA**

- Another waitlist form or button

4.3 Functionality Requirements

- Email capture must integrate with chosen CRM or email tool

- Light mode only

- Responsive breakpoints must be respected

- Fast loading

- Analytics tracking for signups

4.4 Deliverables

- Adapted template-based design inside Framer

- Waitlist form setup

- Launch-ready landing page

4.5 Acceptance Criteria

- Page communicates Sourcery's value in under 5 seconds

- Branding fully implemented

- Load time under 2 seconds

- Form fully functional

- All template placeholder content removed

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5. PHASE 2: FULL WEBSITE BUILD

After launching the waitlist page, the team will expand the template into a full website.

5.1 Required Pages

1. **Home**

2. **Product**

3. **Features (sub pages)**

4. **Pricing**

5. **Blog (CMS)**

6. **Blog Post Template**

7. **About**

8. **Contact**

9. **Legal Pages**

10. **Demo page or Signup page**

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6. Template Adaptation Strategy

Since wireframes are not being created:

6.1 Steps

1. **Select template** aligned with SaaS structure

2. **Audit all available sections** in the chosen template

3. **Choose which template sections form the final IA (information architecture)**

4. **Identify which sections need editing, reordering, or merging**

5. **Replace visuals and content with Sourcery-specific content**

6. **Apply brand identity (colours, typography, icons, UI previews)**

7. **Remove any template elements that don't fit Sourcery**

8. **Add any missing blocks as custom sections**

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7. CMS Requirements (Framer CMS)

Create custom content collections:

Blog Posts

- Title, Slug, Featured Image, Author, Body

Testimonials

- Name, Role, Company, Quote, Avatar

Feature Cards

- Title, Icon, Description

FAQs

- Category, Question, Answer

Announcement Bar (optional)

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8. Responsive Design Requirements

Even with a template, designers must check:

- Hero images scale correctly

- Text remains readable at all sizes

- Spacing system remains consistent

- CTA placement adjusts for mobile-first usage

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9. Functional Requirements

- Email integration (Mailchimp, ConvertKit, HubSpot etc)

- Cookie banner

- SEO metadata per page

- Analytics tracking

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10. Performance Benchmarks

- Page load under 2 seconds

- Lighthouse scores:

    - Performance 85

    - SEO 95

    - Accessibility 90

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11. Roles & Responsibilities

Designer

- Adapt the template to Sourcery brand identity

- Prepare all assets

- Oversee brand consistency

- Provide UI screenshot assets for marketing visuals

Developer (Framer)

- Implement design changes within Framer

- Configure CMS

- Manage integrations

- Optimise animations and load times

Account Manager

- Template selection coordination

- Review milestones

- Communicate with client

- Oversee timelines

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12. Acceptance Criteria for Full Site

The complete site must:

- Reflect Sourcery branding

- Use template foundations without visible leftover template content

- Function flawlessly across devices

- Have all CMS structures in place

- Pass final QA

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13. Updated Timelines (No Wireframes)

Phase 1 – Waitlist Page (Accelerated Timeline)

- Template selection: 0.5 to 1 day

- Design adaptation: 2 to 3 days

- Build & integration: 1 to 2 days

- QA & launch: 1 day

Phase 2 – Full Site

- Template audit and planning: 1 day

- Full design adaptation: 5 to 7 days

- Build & CMS setup: 5 to 7 days

- QA & refinement: 2 days