

Tour iPad Assistant: Concept & Brainstorming

Leasing Staff Consultation Document

1. Introduction

We are designing a premium, touch-first iPad application to serve as a **Tour Companion**. This app is meant to be held by the leasing staff and presented side-by-side with prospective residents during property tours.

Core Philosophy:

- **Prospect-Safe:** Clean, simple data. Zero internal operational jargon or sensitive backend information.
 - **Highly Visual:** Large text, beautiful images, and easy to read from 2-3 feet away.
 - **The "Digital Binder":** Replaces paper floorplans and scattered browser tabs with a single, fluid presentation tool.
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2. Our 3-Device Strategy (The Department Ecosystem)

Before diving into the iPad specifics, it helps to understand how the Tour Companion fits into our larger operational ecosystem. We are building a unified platform accessed via three distinct device models, each tailored to a specific department workflow:

A. The PC (The Operations Hub)

- **The User:** Property Managers, Back-Office Staff, and Leasing Agents (when at their desk).
- **The Workflow:** Heavy data entry, complex reporting, comprehensive Excel-like spreadsheet views, lease generation, and backend system configuration.
- **The Concept:** This is the command center where the dense, operational "heavy lifting" happens. It is meant for single-user productivity.

B. The Tablet / iPad (The Presentation Tool)

- **The User:** Leasing Agents (during tours) and Prospects.
- **The Workflow:** Walking the property, showcasing units, and closing deals.
- **The Concept:** This is the *shared experience* device. It deliberately strips away the complex ops data from the PC view in favor of large, beautiful, prospect-safe visuals and simple talking points.

C. The Phone (The On-The-Go Assistant)

- **The User:** Maintenance Staff and Leasing Agents (when moving around the property without a prospect).
 - **The Workflow:** Quick messaging, snapping and uploading photos of units/maintenance issues, and doing rapid status checks.
 - **The Concept:** The fastest tactical tool. It's built for speed and burst-actions rather than deep presentation or heavy data entry.
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2. The Welcome Screen & Shortlist

Before the tour begins, the agent and prospect can review the available units and build a shortlist using the standard app interface (with the left navigation sidebar).

The screenshot shows the RE Manager application interface. At the top, it displays "RE MANAGER", the user's name "Edward Kim", and the location "Management - Owner". Below this, the property "RS - Residences Apartments" is selected. The interface includes a sidebar with icons for Home, Properties, and Reports. The main content area is titled "TOUR SHORTLIST" and shows four units: 2007 (\$1,538), 2103 (\$1,533), 1039 (\$1,603), and 1033 (\$1,621). A message indicates "Shortlist full — remove a unit to add another." Below this, there are buttons for "Available 36", "Applied 3", and "All 39", along with a "Clear Shortlist" button. The main list displays 36 available units, each with columns for UNIT, BED, RENT, and AVAIL. Units 2007, 2103, 1039, and 1033 are checked in the shortlist. The list includes various unit numbers like 3061, 3075, 3125, 2034, 2125, 1033, 3129, 2118, 2100, 1039, 2005, 2030, 2076, 3028, 3055, 3069, 2116, and 2068, with rent prices ranging from \$1,205 to \$1,631 and availability dates from Now to Apr 9.

*The Availabilities Prep List

Screen*

Interaction Model:

- Top Shortlist Bar:** A row of buttons at the top of the iPad showing up to 4 selected units for the tour. Tapping these is the *only* way to switch from one unit's dossier to another.
- Horizontal Swiping:** Swiping left and right on the main screen turns the "pages" *within* the currently selected unit's dossier.

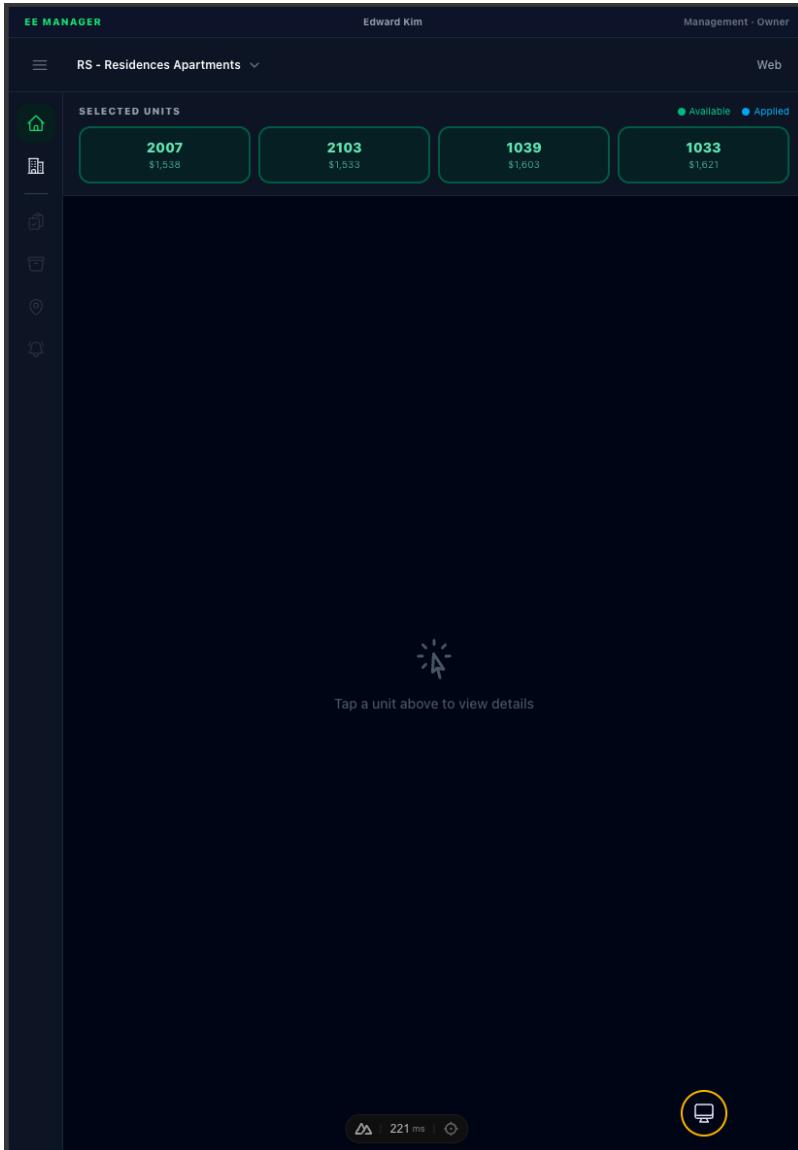
3. The "Presentation Mode" Toggle (Full Screen vs. Windowed)

You might notice the mockups show a completely immersive, full-screen experience.

Because the app is initially used for setup (finding units via the left sidebar) but *then* used as a presentation tool during the physical tour, we propose adding a **"Presentation Mode" Toggle**.

- Setup State (Windowed):** The left sidebar and top property selector are visible. The agent uses

this to navigate the app and build the tour list safely before the prospect arrives.



*The underlying Dashboard

with Sidebar (Setup State)* * **The Toggle:** An "Enter Tour Mode" or "Maximize" icon (like a standard full-screen icon '[]') located on the top Shortlist Bar. * **Presentation State (Full Screen):** When the physical tour begins, tapping the toggle collapses the left sidebar to '0px' and hides the top property selector. The screen becomes 100% dedicated to the Unit Dossier, creating an immersive, distraction-free presentation experience for the prospect. A simple "Close / Minimize" icon allows the agent to return to the standard app view.

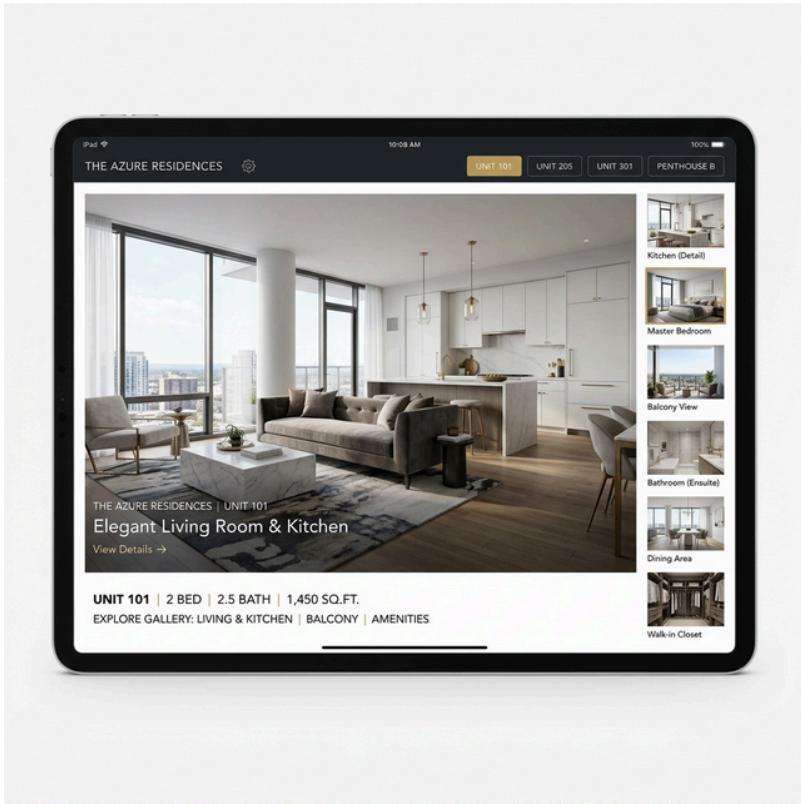
4. The 4 Swipeable Pages of the Unit Dossier

When a unit is selected and Presentation Mode is active, the leasing agent can swipe horizontally through these 4 pages to tell the story of the apartment.

Page 1: The Visual Gallery (The "Hook")

- **Purpose:** Sell the dream through high-quality visual media.

- **Interaction:** The agent scrolls vertically (up and down) to view more photos of the unit, leaving the horizontal swipe strictly for changing pages.

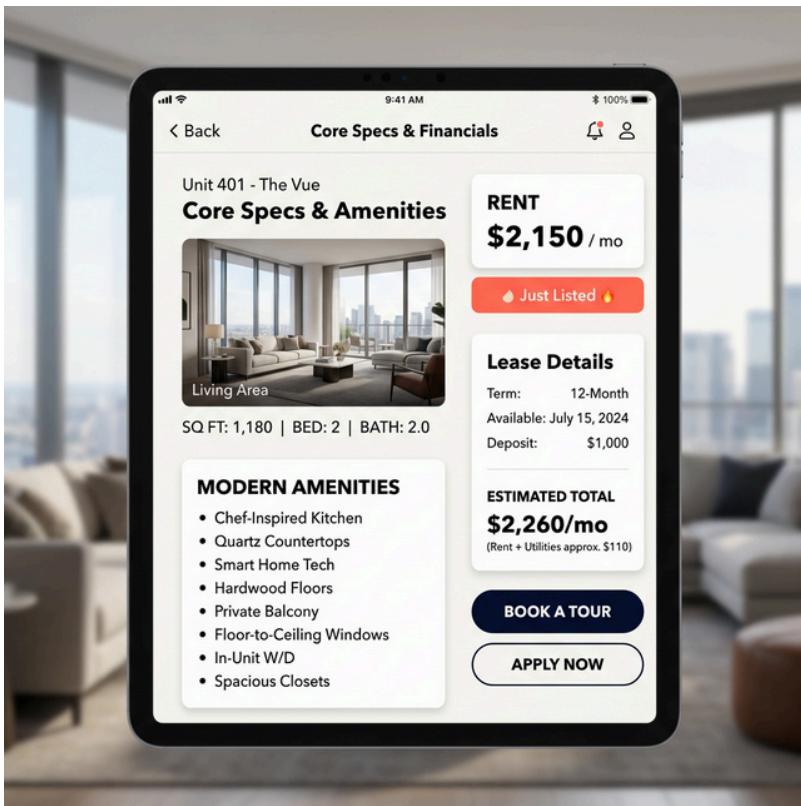


*Concept Idea for the Visual

Gallery*

Page 2: Core Specs & Financials (The "Business")

- **Purpose:** Give the prospect the hard facts they need to make a decision.
- **Content:** Highlights such as Rent, SqFt, Bed/Bath, Available Date, unit-specific features, and estimated Move-In Costs.



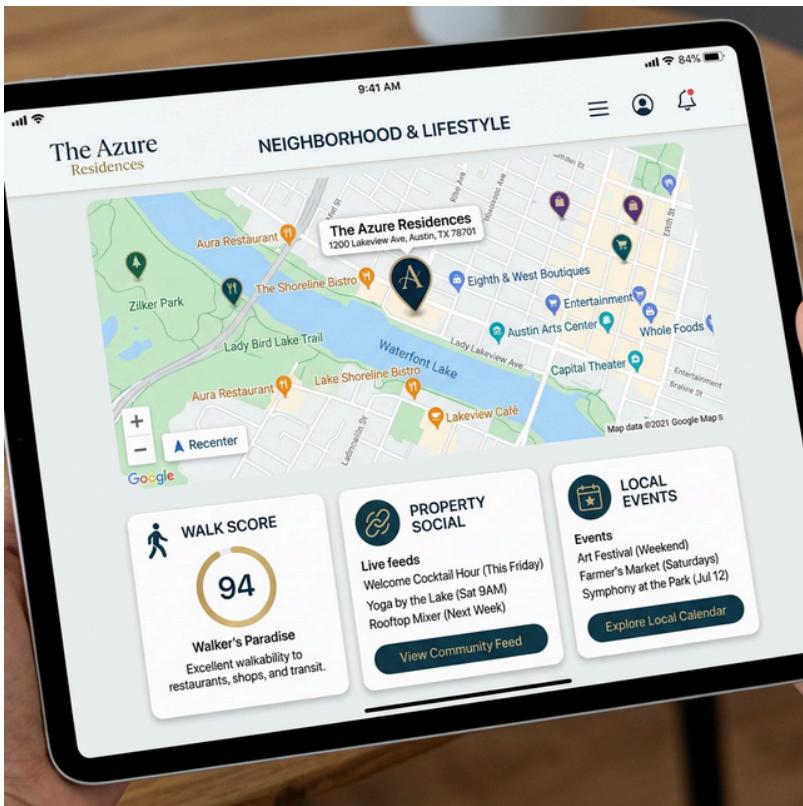
Concept Idea for Core Specs

Page 3: The Spatial Layout (The "Blueprint")

- Purpose:** Help the prospect visualize their life and furniture in the space.
- Content:** A crisp, high-resolution floorplan image. Includes interactive "Pinch-to-Zoom" capabilities.

Page 4: The Neighborhood & Lifestyle (The "Toolkit")

- Purpose:** Consolidate external tools into the app so the agent never has to awkwardly switch to Safari or Google Chrome.
- Content:** Local Map, Walk Score, and Community Highlights (e.g., recent property Instagram posts).



*Concept Idea for

Neighborhood Integration*

5. Questions for the Leasing Team (Brainstorming)

To finalize this design, we need your operational expertise:

1. **Core Specs:** What are the absolute "must-have" stats you need available at a glance?
2. **Visuals:** Are there specific angles or types of photos that typically seal the deal?
3. **Presentation Toggle:** Would a "Full Screen / Tour Mode" toggle be useful, or do you prefer having the left sidebar permanently visible during the physical tour?
4. **External Tools:** Do you frequently use Walk Score or Google Maps on your phone right now during tours?
5. **Shortlist Size:** How many units do you typically show on a single tour?
6. **Missing Info:** Is there any other data or talking point you currently rely on during a tour that we haven't included in these 4 pages?