

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)

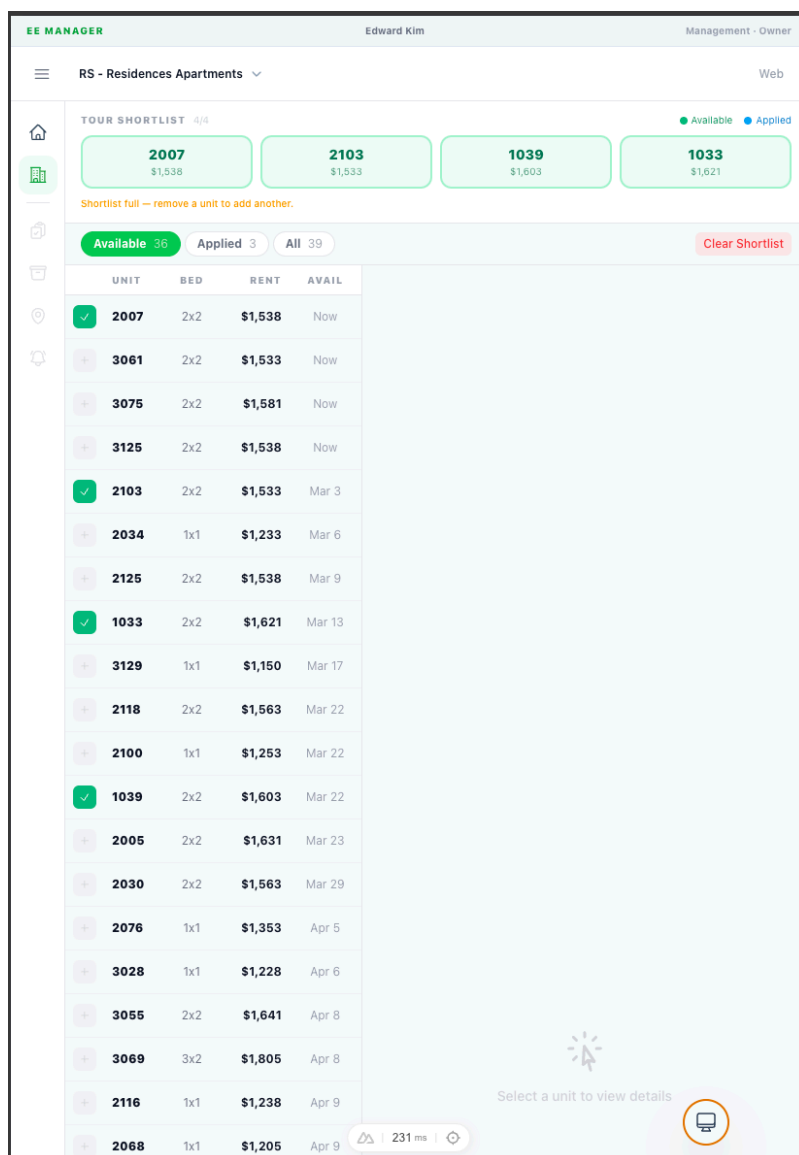
- **The User:** Leasing Agents (during tours) and Prospects.
- **The Workflow:** Walking the property, showcasing units, and closing deals.
- **The Concept:** This is the *shared experience* device. It deliberately strips away the complex ops data from the PC view in favor of large, beautiful, prospect-safe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

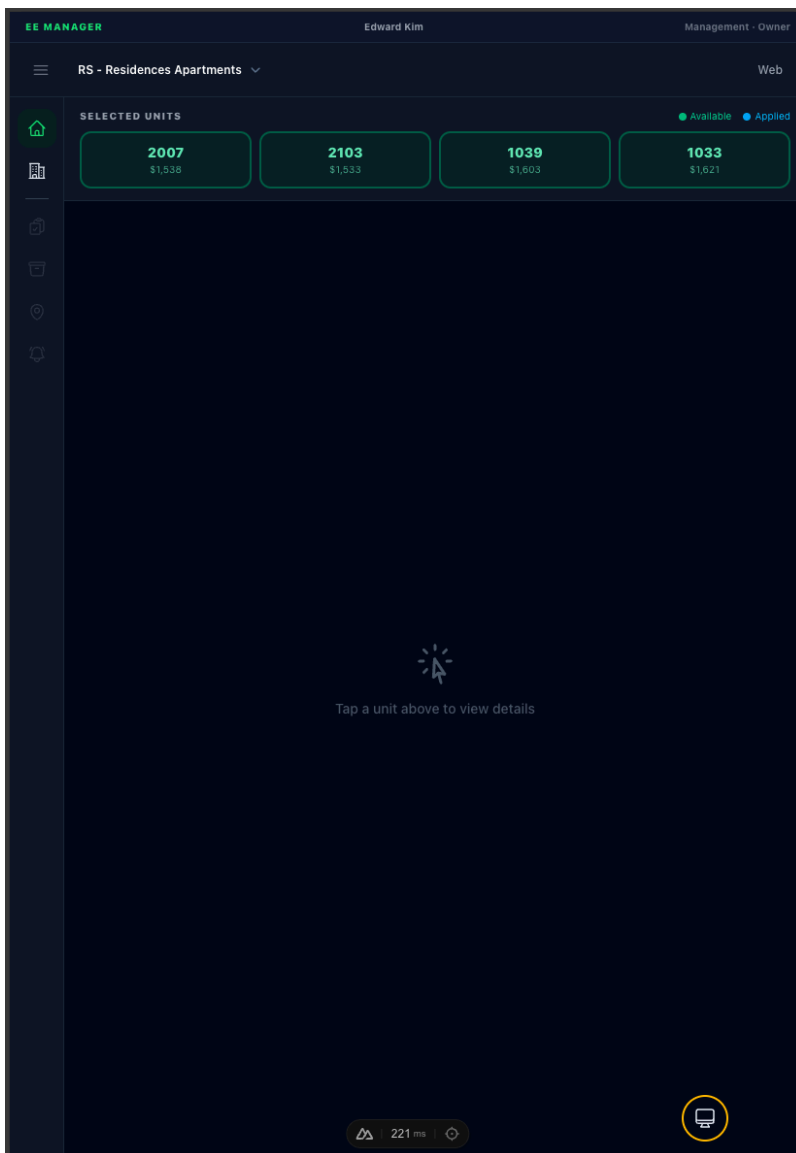
3. The "Presentation Mode" Toggle (Full Screen vs. Windowed)

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.

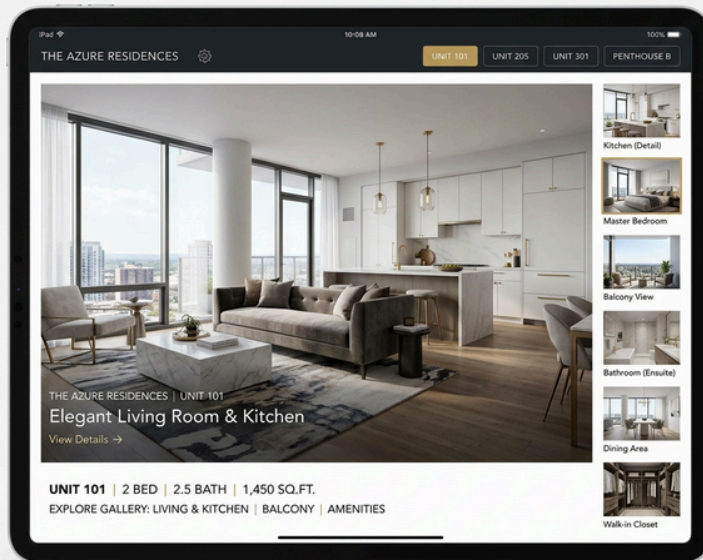
4. The 4 Swipeable Pages of the Unit Dossier

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.

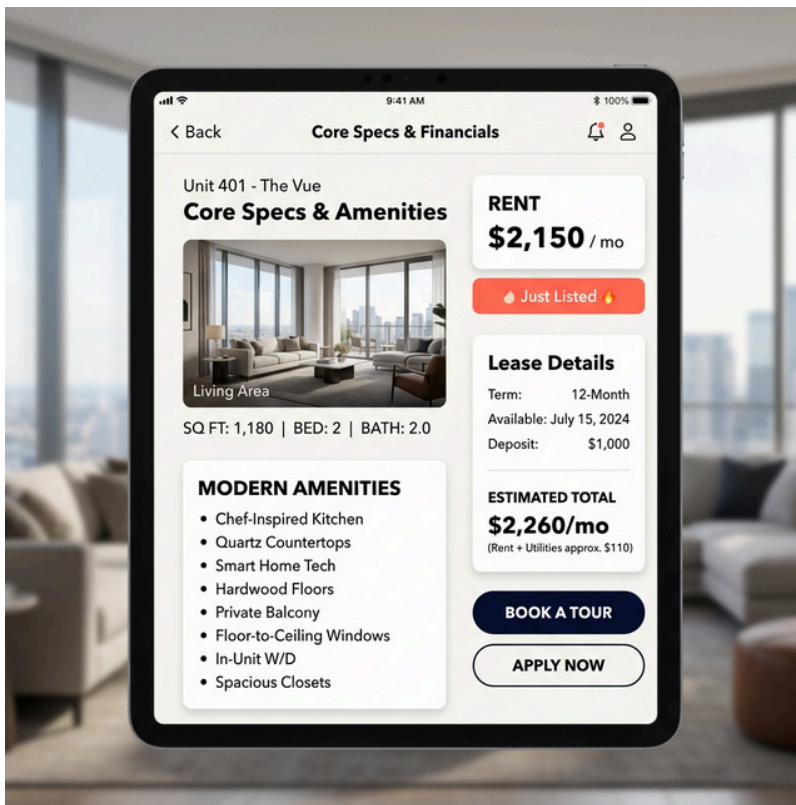


*Concept Idea for the Visual

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.



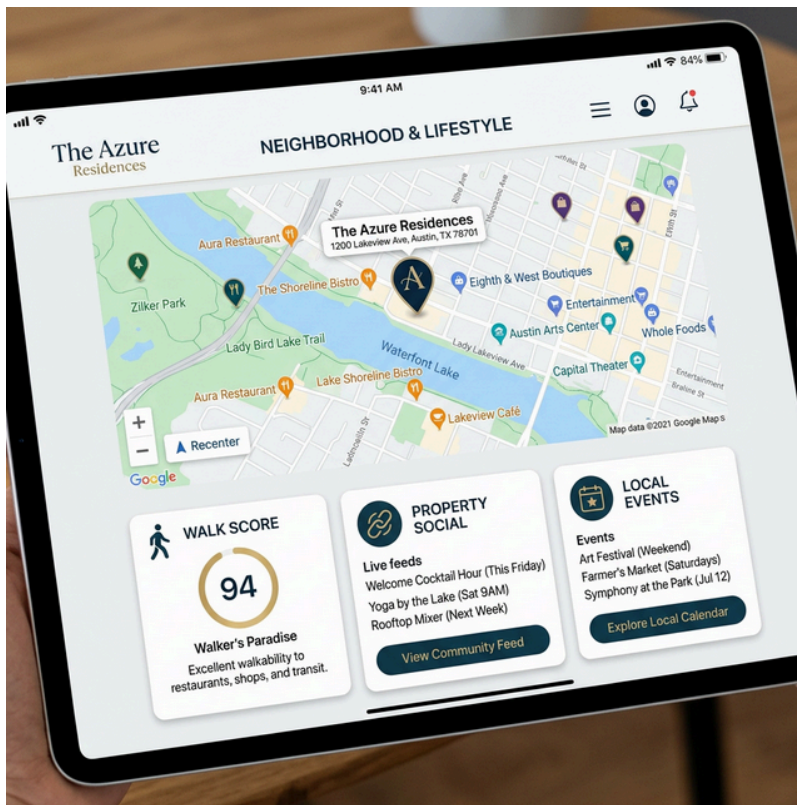
Concept Idea for Core Specs

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?