

Propabridge: UX Architecture & Core Design

Core Philosophy: Answer, Don't Search

User Flows (The 3-Tap Rule)

Every critical action must be achievable in 3 taps or less.

Flow 1: First-Time User Journey

Landing → WhatsApp/Phone → First Match
1s 5s 30s

- 1. **Landing** (1 second decision)
 - Single question: "Looking for property?"
 - Two buttons: "Find Now" / "List Property"
 - No registration required initially
- 2. **Instant Engagement** (5 seconds)
 - WhatsApp number or phone input only
 - AI sends first personalized match immediately
 - No forms, no passwords, no friction
- 3. **First Match** (30 seconds)
 - AI presents ONE property with reasoning
 - "Based on similar users in Wuse, this matches your likely needs"
 - Three actions: "Perfect" / "Not quite" / "Show similar"

Flow 2: Returning User Experience

WhatsApp Message → AI Response → Action
2s 5s Instant

- User: "Show me 2-bedroom flats under 1.5M"
- AI: Sends top 3 matches with verification badges
- User: Taps to schedule viewing directly

Flow 3: Trust Verification Flow

Property Card → Verification Details → Contact
Tap Transparency Direct

- Green/Yellow/Red verification status
- Tap reveals: Documents verified ✓ Site visited ✓ Owner confirmed ✓
- One-tap WhatsApp connection to verified owner

Interface Design Principles

1. Radical Minimalism

What to Remove:

- No search bars (AI handles queries)
- No filter dropdowns (conversational refinement)
- No pagination (AI prioritizes best matches)
- No login screens (WhatsApp authentication)

What Remains:

- Property cards with verification status
- Match reasoning (why AI selected this)
- Direct action buttons
- Trust indicators

2. Visual Hierarchy

PRIMARY: Property Image (60% screen)
SECONDARY: Price & Location (20% screen)
TERTIARY: Verification & Match Score (15% screen)
ACTION: Contact/View Button (5% screen)

3. Color Psychology

- Green (#00C853): Verified, trustworthy, available
- Amber (#FFB300): Pending verification, caution
- Black (#000000): Premium, serious, professional
- White (#FFFFFF): Space, clarity, possibility

4. Typography Strategy

- Headlines: Inter Black (Impact without shouting)
- Body: Inter Regular (Readable at all sizes)
- Prices: Tabular numbers (Perfect alignment)
- CTAs: Inter Bold (Unmissable actions)

Core Features Architecture

MVP Features (Launch Week 1)

1. WhatsApp Property Bot

- Natural language understanding
- Instant property matching
- Direct owner connection

2. Trust Layer

- Three-tier verification system
- Public fraud reporting
- Resolution tracking

3. AI Matching Engine

- Context-aware recommendations
- Predictive availability
- Learning from rejections

Phase 2 Features (Month 2-3)

1. Predictive Alerts

- "Properties matching your needs coming soon"
- Price drop notifications
- Area trend alerts

2. Virtual Viewings

- 360° tours via WhatsApp
- AI-guided neighborhood insights
- Time-of-day lighting simulation

3. Instant Documentation

- One-tap document generation
- Digital signing
- Escrow integration

Technical Architecture

Core Stack Decision

yaml

Frontend:

- Progressive Web App (no app store friction)
- React with Next.js (SEO + Speed)
- TailwindCSS (rapid iteration)

Backend:

- Node.js with Express
- WhatsApp Business API
- OpenAI GPT-4 for matching

Database:

- PostgreSQL (property data)
- Redis (real-time matching)
- Elasticsearch (intelligent queries)

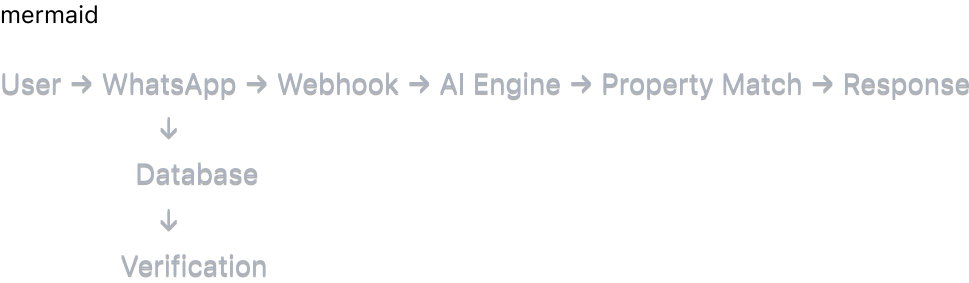
Infrastructure:

- Vercel (frontend hosting)
- AWS (backend services)
- Cloudflare (CDN + protection)

API Architecture

```
/api/v1/  
  /match      - AI property matching  
  /verify     - Verification status  
  /contact    - Direct owner connection  
  /report     - Fraud reporting  
  /predict    - Availability prediction
```

WhatsApp Integration Flow



Metrics That Matter

User Success Metrics

- **Time to First Match:** Target < 30 seconds
- **Match Acceptance Rate:** Target > 40%

- **Verification Trust Score:** Target > 80%
- **WhatsApp Engagement:** Target 70% daily active

Business Metrics

- **Cost per Successful Match:** Target < ₦500
- **Verification Completion Rate:** Target > 60%
- **Owner Response Rate:** Target > 50%
- **Transaction Completion:** Target > 15%

The Differentiation Matrix

Feature	Competitors Do This	Propabridge Does This
Discovery	Search through listings	AI presents best match
Registration	Email, password, forms	WhatsApp number only
Verification	"Verified" badge	Show verification process
Communication	In-app messaging	Direct WhatsApp connection
Recommendations	"Similar properties"	Predictive matching
Trust	Claims of verification	Transparent fraud tracking
Speed	Browse for hours	Match in 30 seconds

Launch Strategy: The 100-Day Sprint

Days 1-30: Foundation

- WhatsApp bot live
- 100 verified properties
- 10 successful matches daily

Days 31-60: Momentum

- 1,000 verified properties
- Predictive matching active
- 100 successful matches daily

Days 61-100: Dominance

- 5,000 verified properties
- Full AI intelligence layer
- 500 successful matches daily
- Expand beyond Abuja

The Revolution Statement

"We're not building another property website. We're building the intelligence layer that makes property discovery instant, trustworthy, and inevitable. While others help you search, we deliver answers."

Implementation Priority

Week 1: Core Intelligence

- WhatsApp bot deployment
- Basic matching algorithm
- Verification framework

Week 2-3: Trust Layer

- Verification workflow
- Fraud reporting system
- Transparency features

Week 4: Scale Systems

- Predictive algorithms
- Automated verification
- Performance optimization

This isn't incremental improvement. This is category creation.