

## Nexthome.com Case study

### **Executive summary:**

Real estate is an integral part of the economy of any country. NextHome is a company which provides real estate services all over Pakistan. Nexthome deals in real estate services and provides a marketing platform for deals related to land, plots, houses and flats. Nexthome provides its user all around Pakistan expertise and facilities while buying and selling of real estates. The platform also facilitates users to find and explore their dreams lands properties and homes.

### **Challenges:**

Location-based real estate services were to be organized in such a way to match the best prime location within the user budget. In order to provide competitive services, a well-organized and easy to use platform was need to be developed, apart from the old brochure marketing real estate solutions. To organize real estate in categories the real challenge was to keep an updated track of all the marketing ads and real estate projects. A responsive web platform was required to be designed to merge through all the competing industry leaders and to provide real-time progress from any device users wants, also to emerge above the competition the platform needed to be search optimized and to engage users and accounts holders better with real estate services. Social media platforms need to be well communicated in real-time to avoid miss-communication between agents and users.

### **Solution:**

Diginatives team was assigned to be built a web platform on propriety .Net framework. An online CRM was designed and deployed to achieve the goals provided by the client. A complete infrastructure was developed for the marketing aspect of the website and also real estate organizational structure. Real estate search facility was integrated on the platform for easy to use and friendly in structure vice. To market the real estate of its users a platform was developed and integrated with the marketing structure of the website. Diginatives built a complex CRM system and database architecture to ensure that the site has the ability to handle thousands of concurrent users without any lags or glitches. To be above competitors in the real estate industry, it was imperative to make the website perfectly responsive. We built the website in a way to ensure that it renders well across all devices of varying screen sizes.

We created, developed and launched the website and full marketing plan with the following:

- Registered contact form linked to an email address specifically for the user.
- A fully interactive gallery showcasing all properties.
- A traditional and interactive marketing plan created specifically to drive qualified leads back to the website.
- Optimized the website for search results (SEO).

**Process:**

In order to achieve the project goals that were to develop an online real estate platform where user can view, search, and market ads related to their properties, land and homes. The Project was organized through the following stages and processes of the Website Development Lifecycle.

- **Information Gathering:** Define Target and Audience.
- **Planning:** Site structure organization, mock-ups, and technology planning
- **Design:** Defining layouts and schemes, reviewing UI and getting client feedbacks and changing layouts.
- **Development & Assembly:** Orienting the layout and applying all the text and schemes.
- **Coding & Deployment:** Building and deploy the technology stack and applying features and interactivity
- **Testing & Review:** Test the web interface. Modify accordingly to the reviews and final launch.
- **Maintenance & updating:** Evolve through user inputs and modify and updates as required.