indium

Make Technology Work

Digital Real Estate Business Application Development Using Mendix

Digital Services

Success Story

Client

The company is an aggregator of Real Estate agents who are empowered with a cloud based digital platform to conduct brokerage services.

Key business focus
- Transforming the real estate experience by using the application as a marketing channel and business platform.
- Users have direct reach to the agents with integrated messaging and emailing features, simplifying the real estate search and allowing faster and transparent transactions – to showcase inventory and property in visual ways through text, images, 3D views, slides etc.

Status Quo

The client required a full stack platform development, QA and delivery partner to realize the transformative digital business model in the real estate economy.

Independent agents, brokers and users make up the platform community. The users of the platform being able to collaborate, interact with professionals in the real estate business, peer to peer communication, transact and administer the brokerage are the key offerings of the platform.

Business Requirements

- Analyze business workflows, role-based functions and value-added features (like built in communication, incentivize users etc.) to achieve the best application experience
- Leverage a comprehensive suite of tools/technology to make up a sustainable product that is responsive to scale (#users and #transactions)

Platform Development: Indium Software's Approach

- Indium proposed Mendix for end-to-end development of the platform, given the low code development, visual modelling full integration capabilities and collaborative dev advantages

- The application was developed using microservices architecture for different functional and privilege flows: agent onboarding, transactions, accounting and admin service & support functions, reports
- Simple and easy UI/UX
- Adopted Agile QA methodology for sprint wise releases

Technology Stack for various functional implementation

Technology	Feature	Description
Okta	User onboarding	Single Sign on, Authentication, User Management
REST Services	Data Flow	Import and export data between applications
Kafka	Communication Management	Microservice and enterprise application communication
Skyslope	Transaction Management	Document organization till transaction closures
Deeplinks	Application Navigation	Points to various contents in the application
Duocircle	Email Operations	Email forwarding, Verification
Twilio	In-app communication	Integrate phone calls, text messaging, IP voice communications
Hello Sign in	Profile Security	Ensure documents and transaction security with electronic signatures

Business
Low Code Development

Domain
Real Estate Brokerage

Tools
Mendix, Agile Tools

Key Highlights

- Fully functional platform development with 100% coverage in user workflows, business rules and end user experience
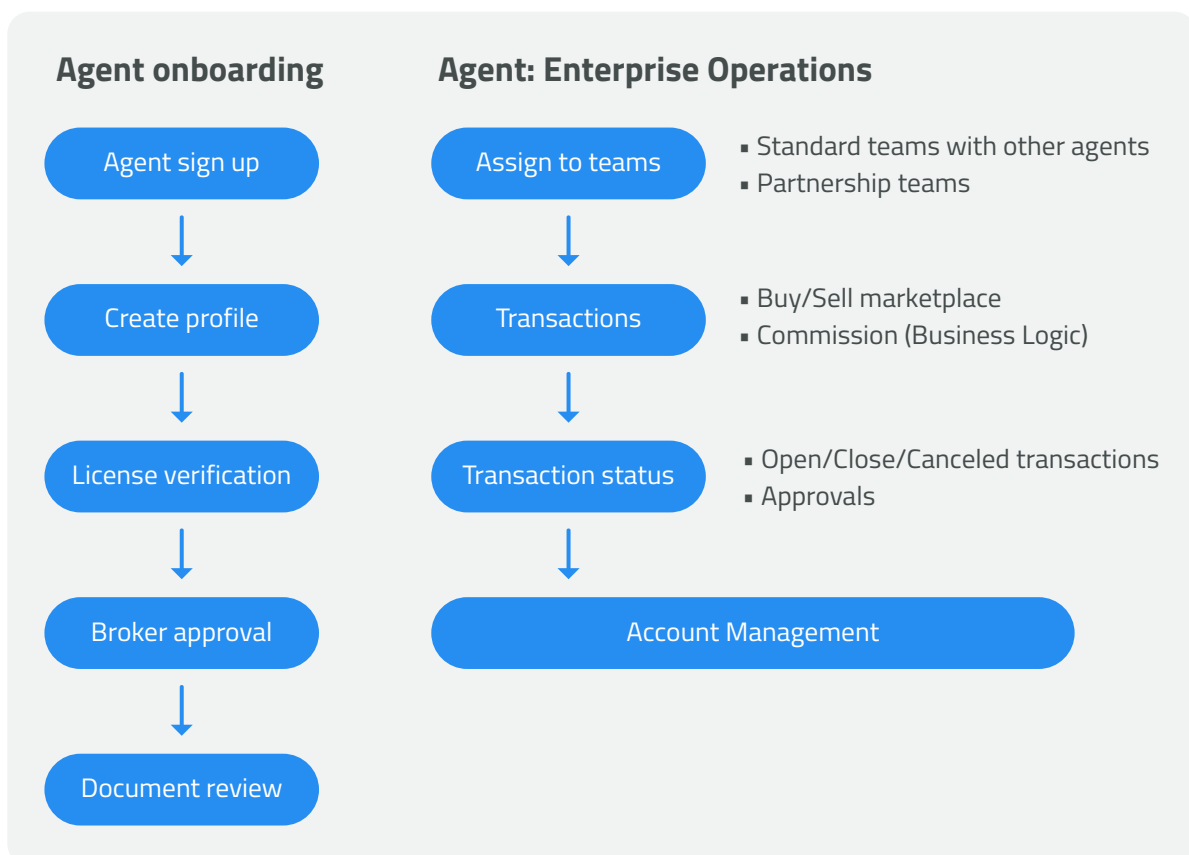
Project Management and Development Life Cycle

- The platform development was based on agile project management system with the help of Mendix and other tech stack.
- Indium's core Dev Team collaborated with client-side Product Owners and Functional Teams (onsite) for Requirement Understanding, Status Updates and Reporting.
- Ticket based development for functional coverage and management through JIRA.
- Sprint wise assignment to QA Team for thorough functional and regression tests.
- Supported monthly product releases.
- Real-time and timely communication of project progress, issues and status.

Key Application Features

- Agent Onboarding
- Personal Profiles
- Property Profiles and catalogue details and visuals in various formats
- Custom searches
- Geolocation powered recommendations & Maps
- Messaging, Chatting and Email Triggers
- Alerts
- User transactions
- Documents Management & Security
- Price calculator
- Added features like favorites, calendar etc.

Sample Functional Workflows

Agent onboarding

Agent sign up
↓
Create profile
↓
License verification
↓
Broker approval
↓
Document review

Agent: Enterprise Operations

Assign to teams
- Standard teams with other agents
- Partnership teams
↓
Transactions
- Buy/Sell marketplace
- Commission (Business Logic)
↓
Transaction status
- Open/Close/Canceled transactions
- Approvals
↓
Account Management

Business Value

- The platform has onboarded an agent base of 20,000 users seamlessly and was able to deliver strong digital experience for users.
- Indium's dev team leveraged the best working practices in functional delivery with Mendix.
- One stop solution for Development, Technology Transformation and QA
- Rapid deployments with 100% delivery success.

Application Snapshots
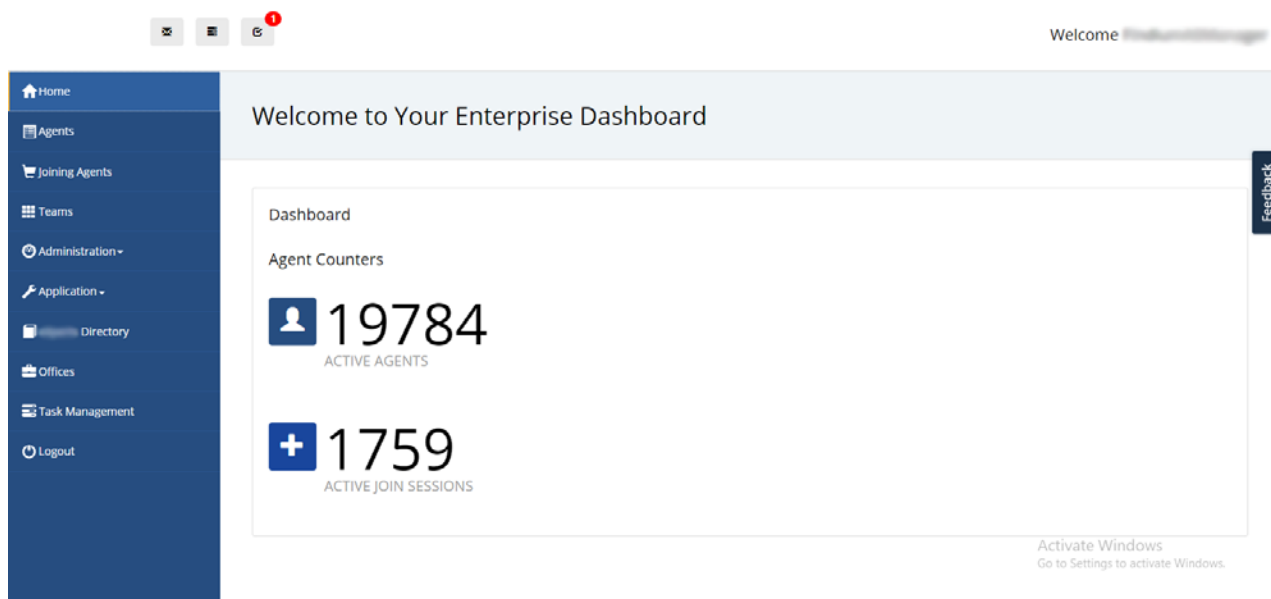
Enterprise Dashboard
A one stop interface to keep track of agents and active sessions
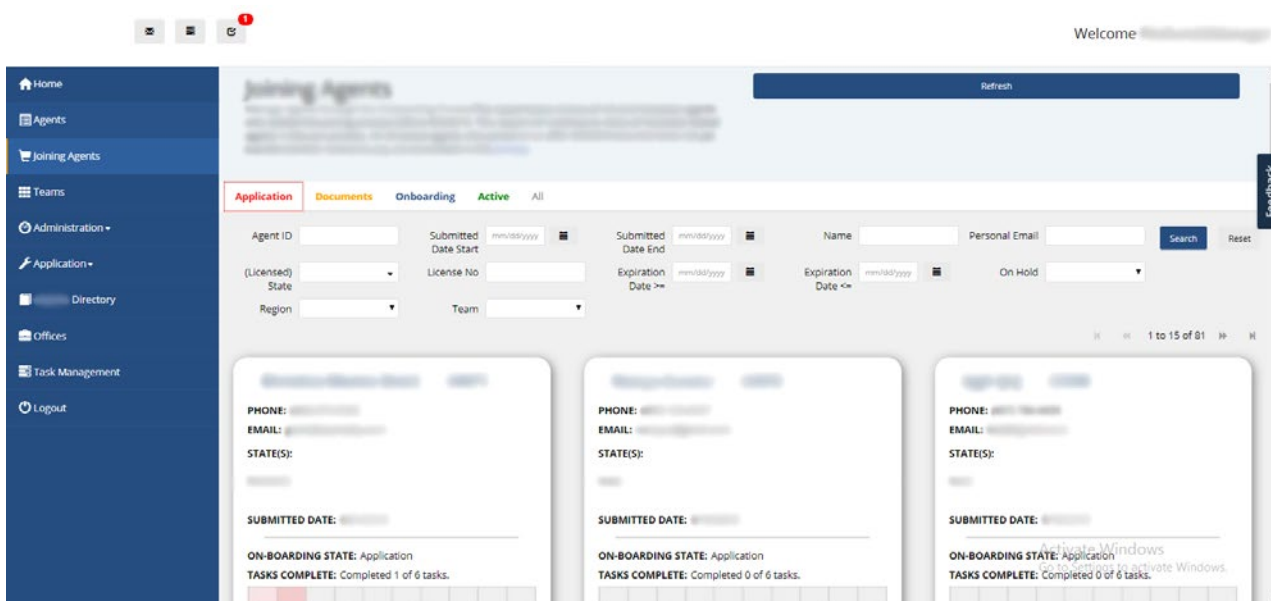
Agents Profile View
On-board agents from across regions, monitor and update joining formalities
These details are key for agent search by keywords

Agents Profile View

Look up all agents and their real time status throughout their life cycle in the application (on-boarding to off-boarding); Update and manage agents

A similar interface is developed to create teams, lookup details and manage members.
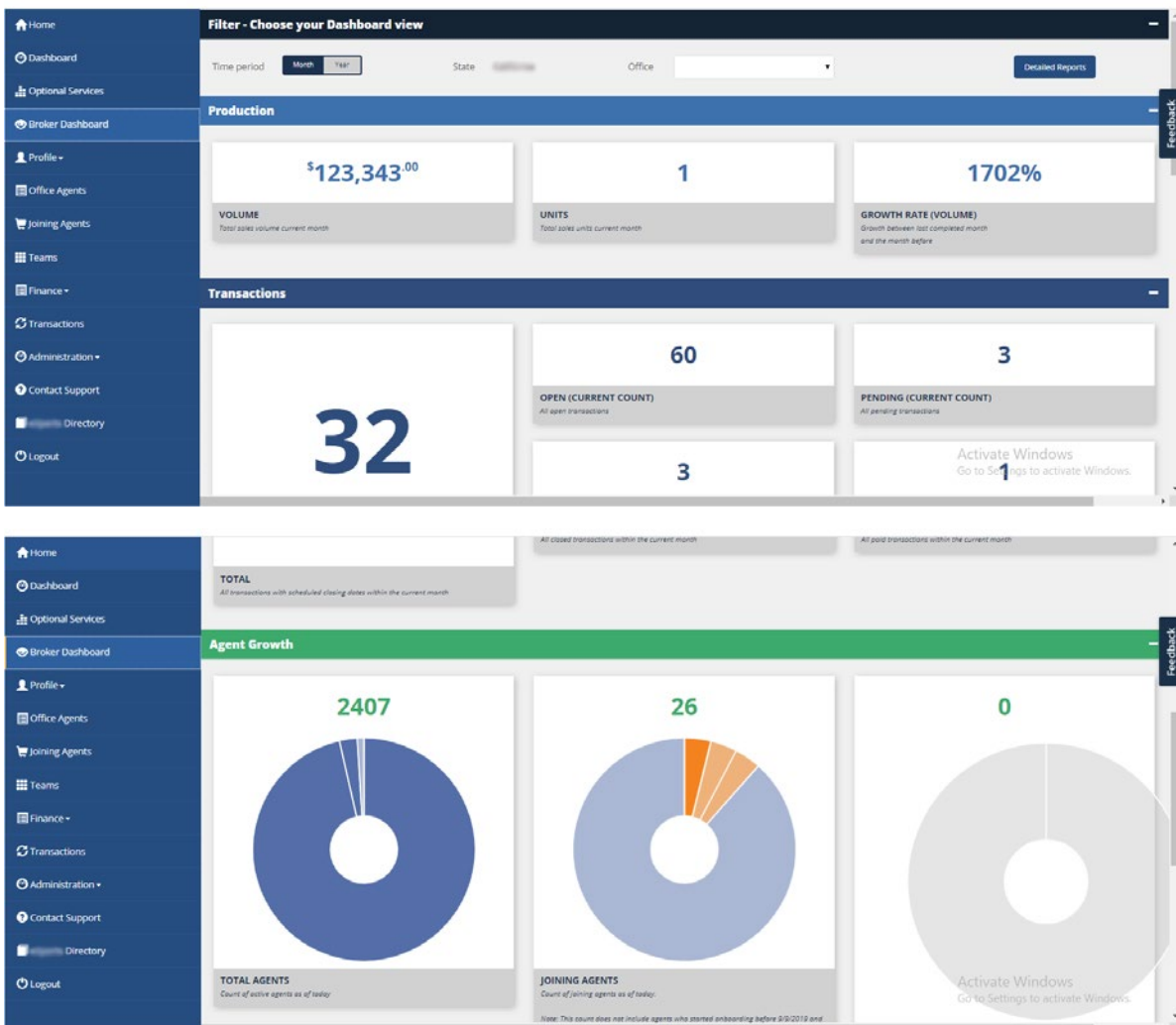
Broker Dashboard

View the traction of Agents, monitor sales and growth rate, track the status of transactions.

Revenue Share Details

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