



Horizon Realty

WEBSITE, BOOKING PLATFORM & MOBILE APP · CASE STUDY

A complete concept design and build — listings website, online viewing bookings with deposit payment, a reception tablet and mobile app, plus a self-service admin panel for daily operations.

Concept & Vision

"A real estate site built around one idea: every listing is presented like it's the only one, by the agent who actually walked through it."

Horizon Realty is a fictional boutique real estate agency, developed as a full concept to demonstrate what a premium property platform looks like when the visual identity and booking flow are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Buyers and renters researching a property before requesting a viewing — expecting real detail, not a thin listing photo and a phone number.

BRAND PERSONALITY

Confident, unhurried, editorial. Dark and refined rather than bright and corporate — closer to a design magazine than a listings portal.

PRIMARY GOAL

Convert a browse into a booked viewing, with a reservation deposit collected online in the same flow — not a separate phone call.

OWNERSHIP

The agency manages listings, gallery photos, and leads independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



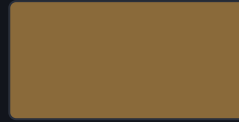
Void
#12151C



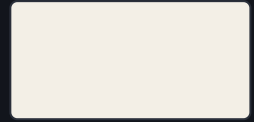
Surface
#1A1F29



Champagne Gold
#C2A468



Bronze
#8A6A3A



Cream
#F3EFE6

A deep navy-charcoal replaces pure black throughout — it reads as premium rather than default, and lets the champagne-gold accent do the work of drawing the eye to price, calls-to-action, and category labels.

TYPOGRAPHY

Every property, presented like it's the only one.

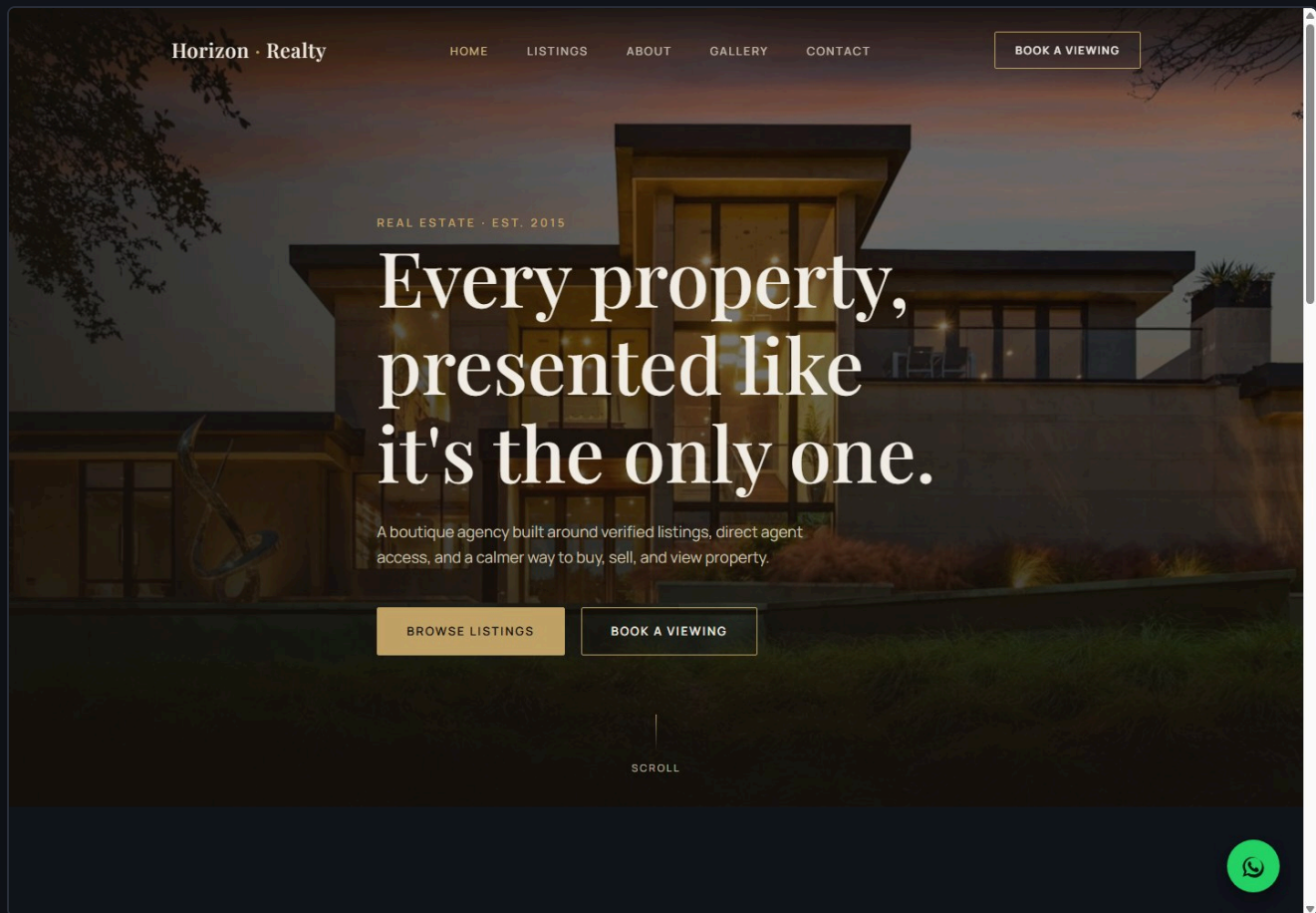
Playfair Display pairs a refined, editorial serif for headlines with Manrope for body copy and interface text — a deliberate pairing, not the default safe choice.

PLAYFAIR DISPLAY · DISPLAY | MANROPE · BODY & UI

LAYOUT APPROACH

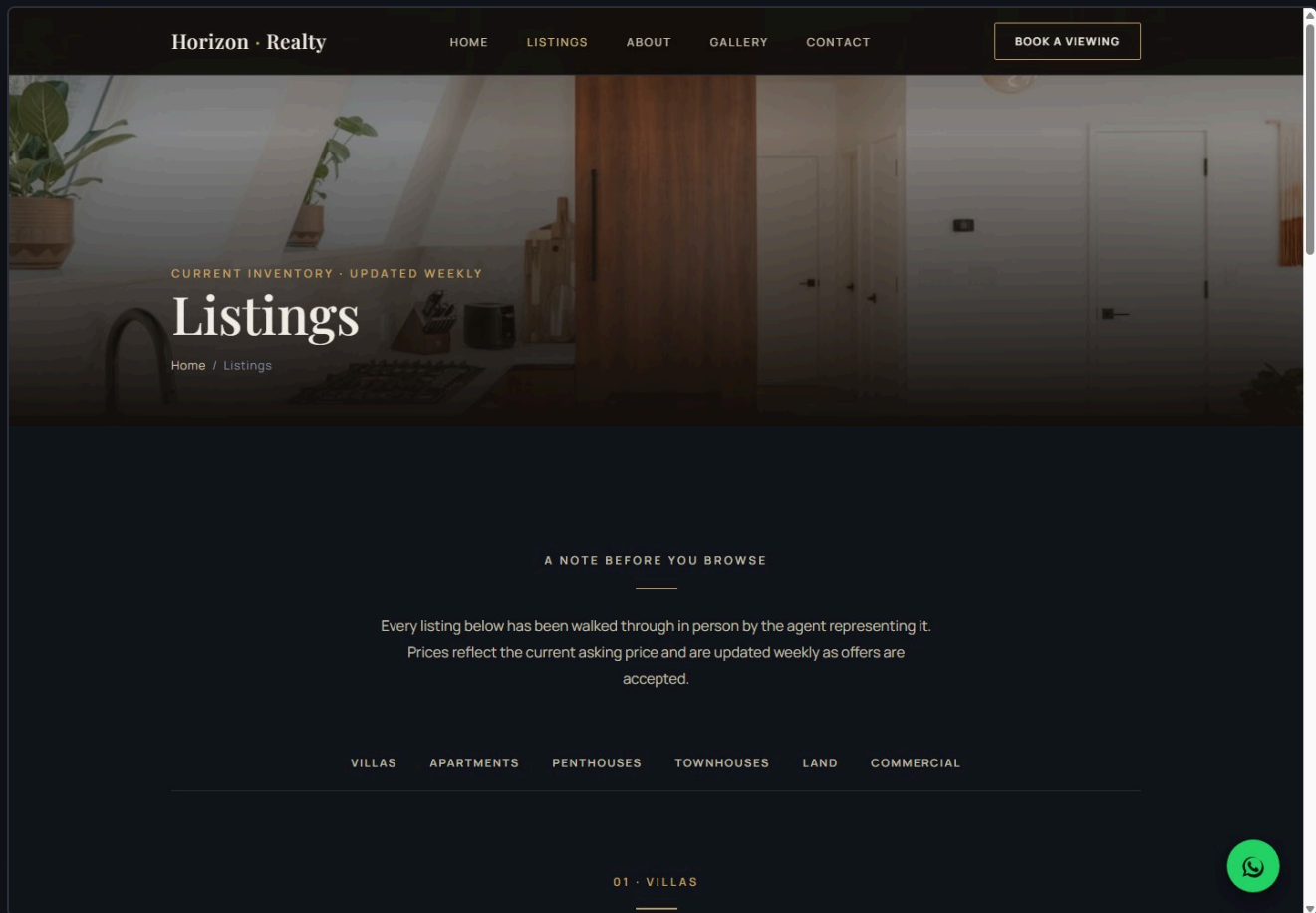
Full-bleed property photography, generous negative space, and thin gold hairline dividers replace the boxed, card-heavy layouts common in listings templates — the property is the hero, not a UI component.

Home



Purpose: establish tone in the first three seconds. A full-height exterior photograph, a single-sentence thesis statement, and one clear action — browse listings — before the visitor scrolls past the fold.

Listings



Purpose: read like an actual property catalog, not a generic product grid. Property name, dotted price leader, and a one-line spec summary — grouped by category, jump-linked at the top for fast navigation across the full inventory.

Book a Viewing

Horizon · Realty

HOMELISTINGSABOUTGALLERYCONTACT

BOOK A VIEWING

BROWSE · BOOK · CONFIRM

Book a Viewing

Home / Book a Viewing

VILLASAPARTMENTSPENTHOUSES

TOWNHOUSES

COMMERCIAL



Ridgeline Modern

5 bed · 6 bath · hillside villa, private terrace.

\$2,450,000

+ ADD TO VIEWINGS



Palmgrove Estate

4 bed · 5 bath · private pool, indoor-outdoor living.

\$3,100,000

-

1

+



Oakwood Manor

4 bed · 4 bath · corner lot, mature garden.

\$1,890,000

+ ADD TO VIEWINGS



The Birchwood, Unit 4B

2 bed · 2 bath · downtown loft, exposed brick.

\$1,100,000

+ ADD TO VIEWINGS

Your Viewing Request

1 × Palmgrove Estate

Viewing

Reservation Deposit

\$5,000.00

Total

\$5,000.00

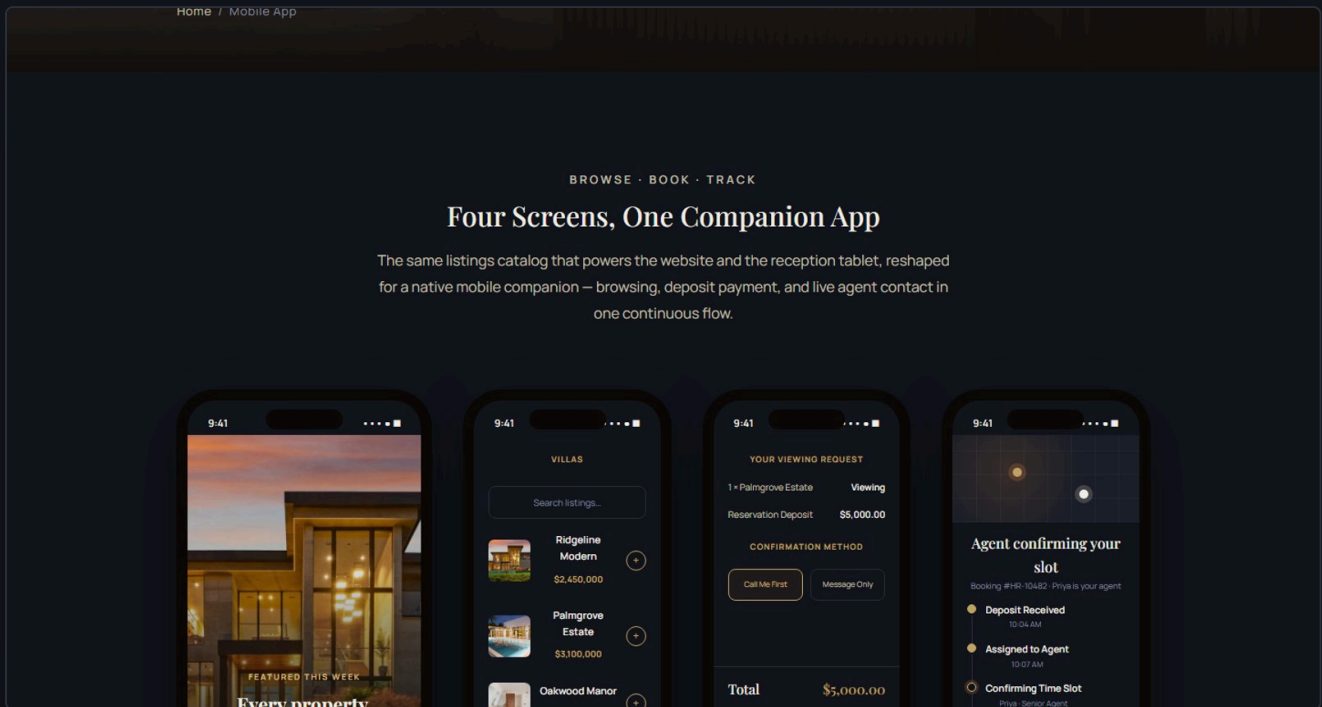
GO TO CHECKOUT

View in-office reception tablet →



Purpose: turn browsing directly into a booked, paid viewing request — category tabs, a running viewing-request summary, and a reservation deposit collected in the same flow as the browse, not a separate call.

Mobile App



Purpose: the same listings, booking, and deposit flow as the website, reshaped into a native companion app — discovery, browsing, deposit payment, and live agent status in one continuous flow.

Built for Daily Operations

Horizon · Realty

Dashboard

Listings

Leads & Records

Agent Accounts

Gallery

Agency Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

13

ACTIVE LISTINGS

11

VISIBLE ON SITE

6

LISTING CATEGORIES

8

GALLERY PHOTOS

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Listing

Manage Gallery

View Leads

Edit Agency Info

Recent activity

ACTION	ITEM	WHEN
Listing price updated	Ridgeline Modern	2 hours ago
Photo uploaded	Gallery — "Poolside, Palmgrove Estate"	Yesterday
New viewing request	The Birchwood, Unit 4B	3 days ago

Purpose: the agency owner manages listings, leads, gallery photos, agent accounts, and agency info — all self-service, all updating the live site instantly, no developer required for routine changes.

Built to Convert, Not Just Impress

01

Deposit Collected Online

A reservation deposit paid at the point of interest, not chased over the phone after the visitor has already left the site.

02

One Agent, Start to Finish

Every listing tied to a named agent — the person shown at the viewing is the same one who closes the deal.

03

Self-Service Admin

Listings, leads, and gallery photos managed by the agency directly — no waiting on a developer for routine updates.

04

One System, Three Surfaces

Website, reception tablet, and mobile app all read from the same listings and booking data — update once, everywhere reflects it.

Built to Run in Production

FRONTEND

- ✓ Static HTML / CSS / JS — fast, portable, easy to host anywhere
- ✓ Fully responsive, mobile-first layouts
- ✓ Reusable design system (tokens, type scale, components)

BACKEND & DATA

- ✓ PHP + MySQL admin panel for listings, leads, and gallery
- ✓ Payment gateway ready for deposit checkout
- ✓ Agent login codes for the reception tablet