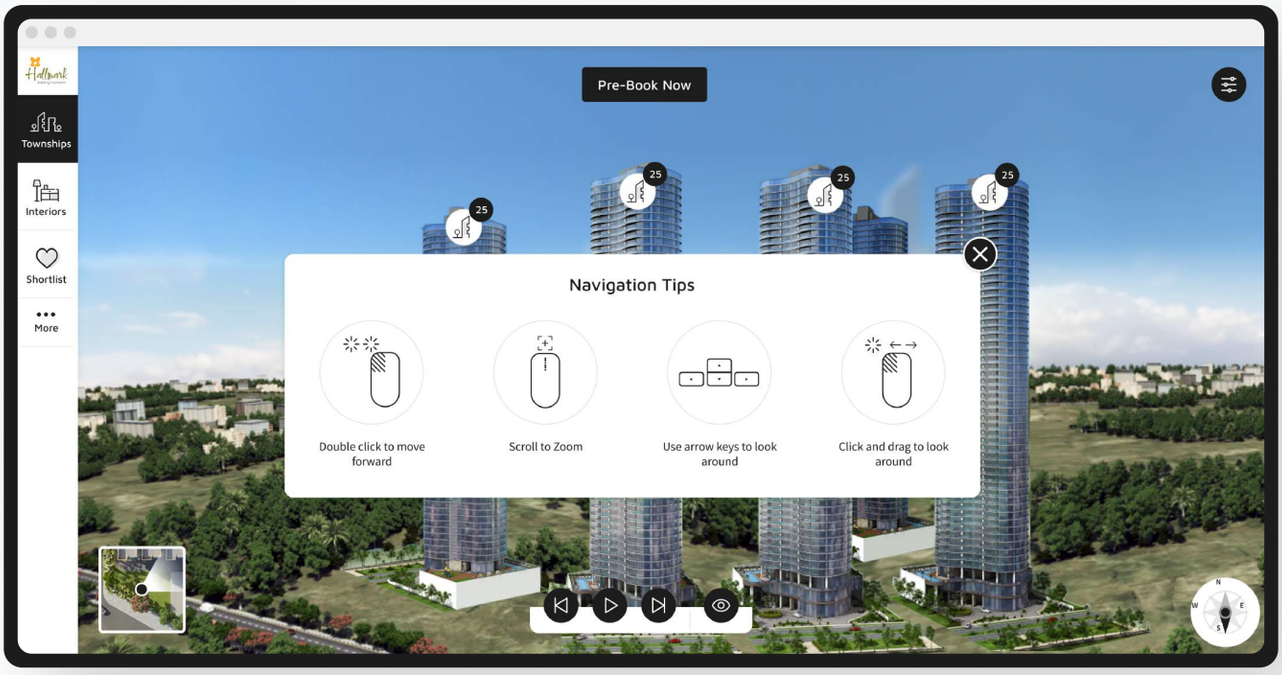
Godrej -Storyteller is an interactive 360 degree visualisation platform that has brought about a revolution in the real estate industry by allowing tech-savvy customers to undertake digital tours of different townships and properties.

Client Name	Project Duration	Estimated Time
Godrej	8 Months	2000+ Hours



The Challenge

The existing software and websites had a high learning curve, making it difficult for first time users to navigate

A monotone colour palette was to be used so that it could be cohesive across the other products from the client

A tool with smart gestures, interactions at macro and micro level to create a great user experience

There's no platform that would provide a real time interactive 3D tour to the prospect buyers even before the property is built

Problem

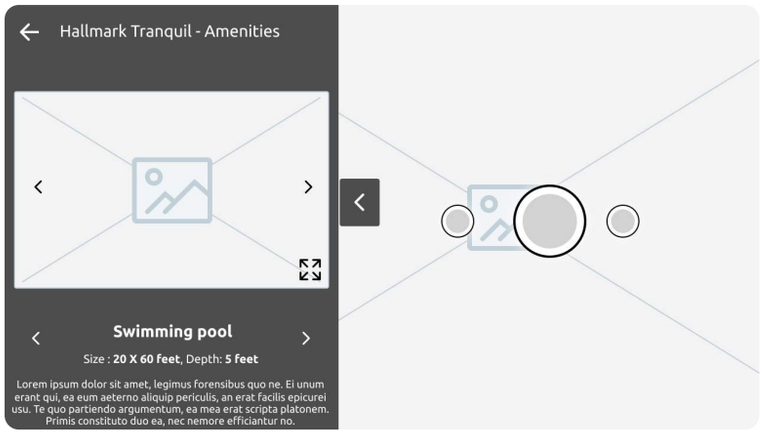
In a fast-paced world like ours, the global real estate industry cannot just rely on traditional methods of showcasing properties. Storyteller brings about the much needed revolution in the real estate market by providing a digitally comprehensive experience of property visitation and visualisation to the buyers and lead generation to the real estate developers.

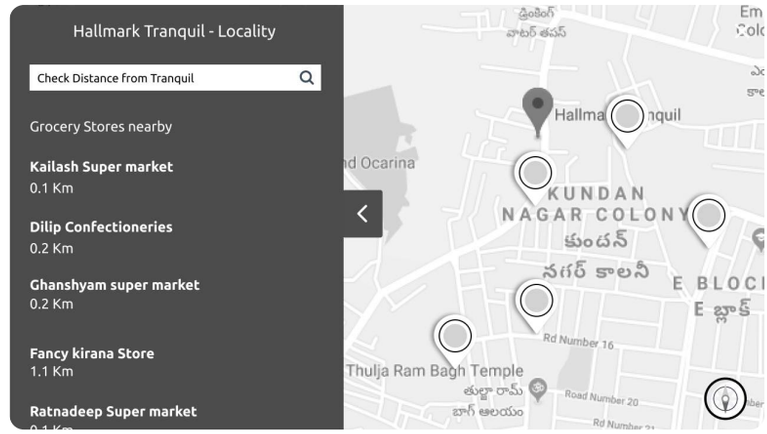
Goal

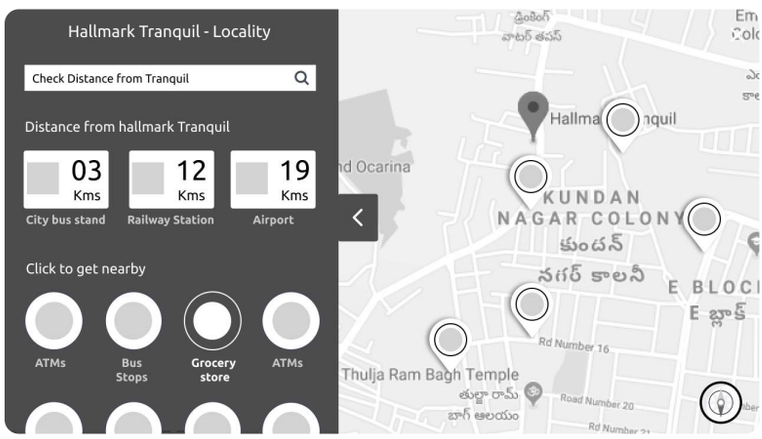
The goal was to build a dynamic experience with multiple ways to obtain intelligent 3D visuals of the property.
The experience was targeted to be so wholesome that it would replicate the feel of what the space actually looks like.

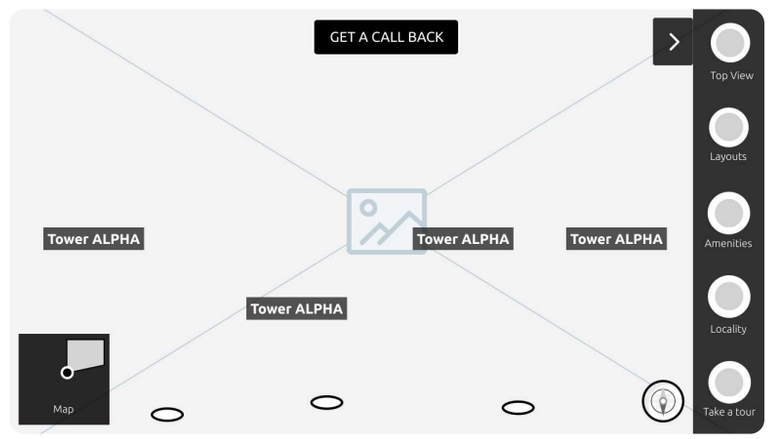
01

Ideation









USP's

- Interactive 3D walkthrough
- Quality lead generation
- Hassle-free showcase of the property
- Easy to explore for all users
- Revolutionary in approach

02

User Interface

Putting the monochromatic colours in use for a fresh and clean UI

#1D1D1E

#FFFFFF

#E7E6E6

#D4D4D4

#4E4E4E

#27AE60

#FAFAFA

Typography

Modern sans-serif typefaces have been used for a contemporary design outlook

Maven Pro

Aa

AaBbDd 012345

Primary Typeface

Source Sans Pro

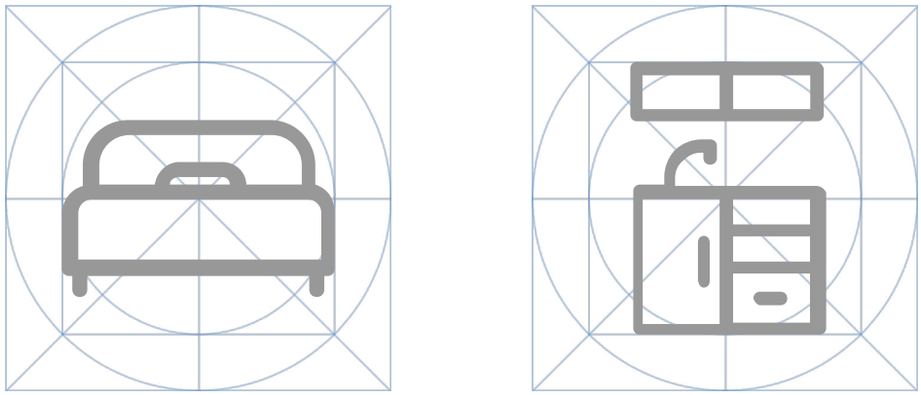
Aa

AaBbCcDd 012345

Secondary Typeface

Iconography

Icon system is built in such a way that it allows for a cohesive set of detailed icons

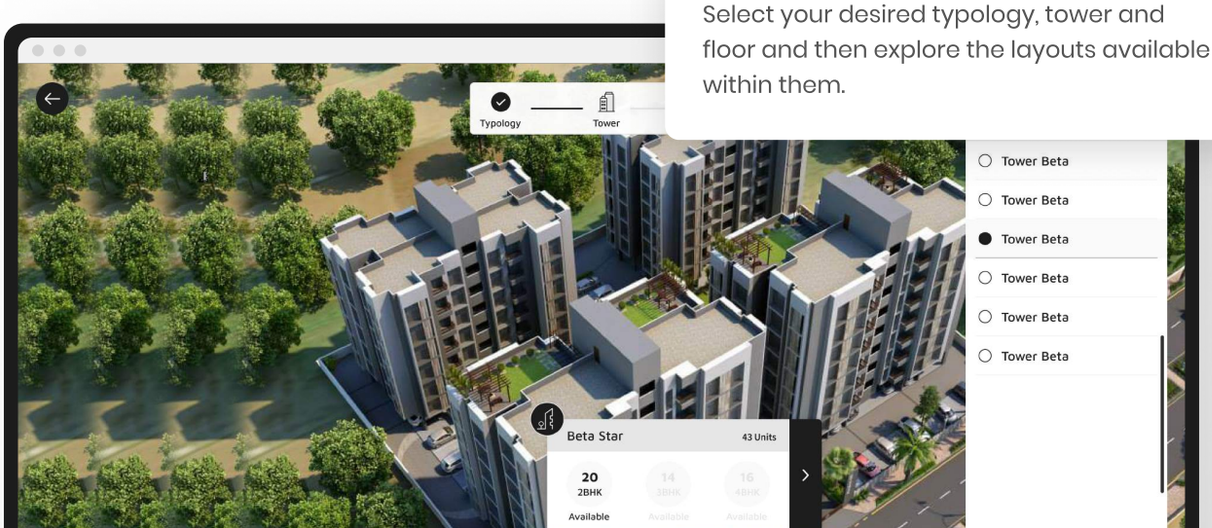


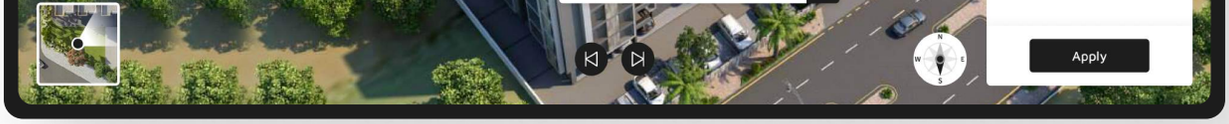
Storyteller is the immersive 3D interactive platform

It allows the buyers to digitally visit and view the projects of their liking.

Select and View

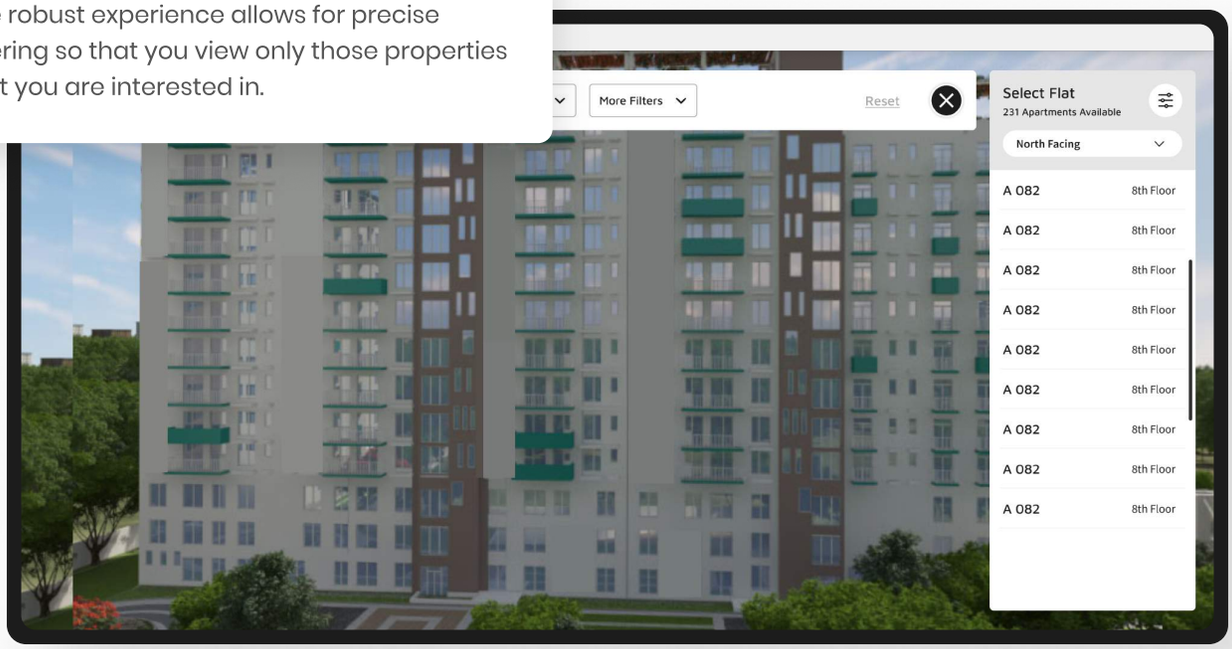
Select your desired typology, tower and floor and then explore the layouts available within them.





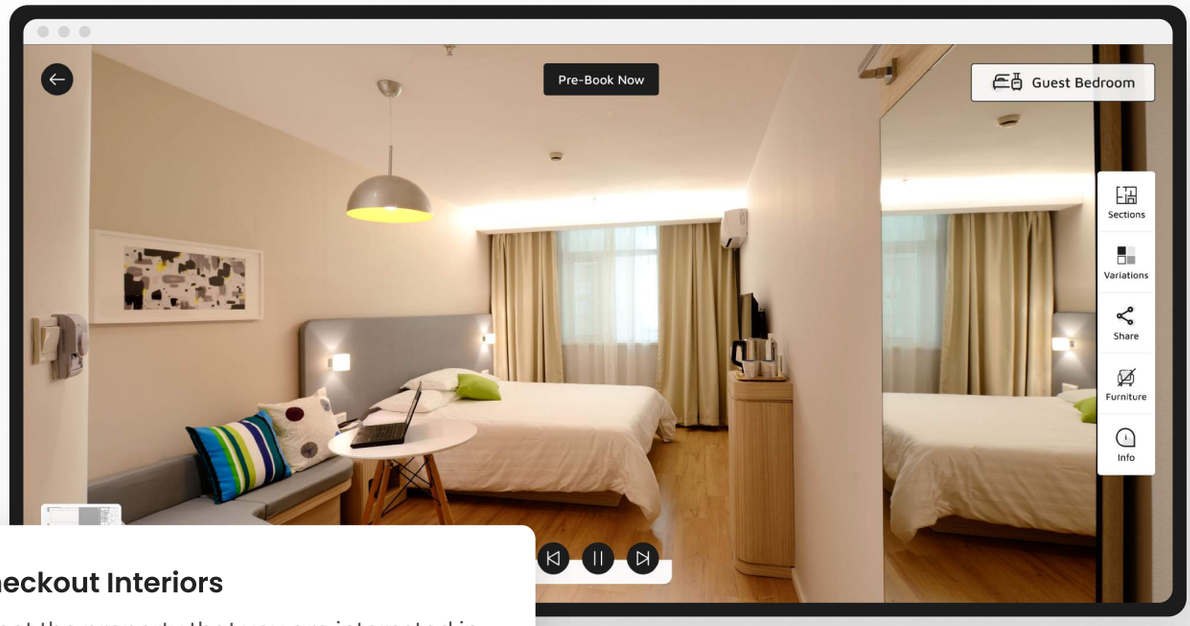
Filter Properties

The robust experience allows for precise filtering so that you view only those properties that you are interested in.



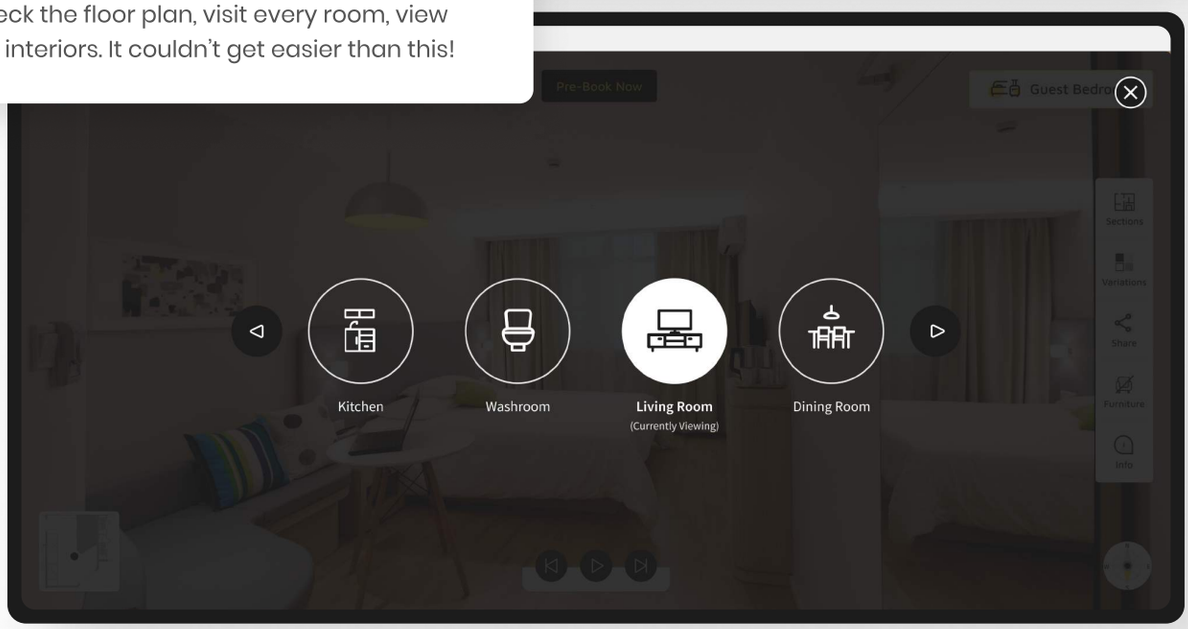
Explore Township

Explore various townships that are available and narrow down your options accordingly.



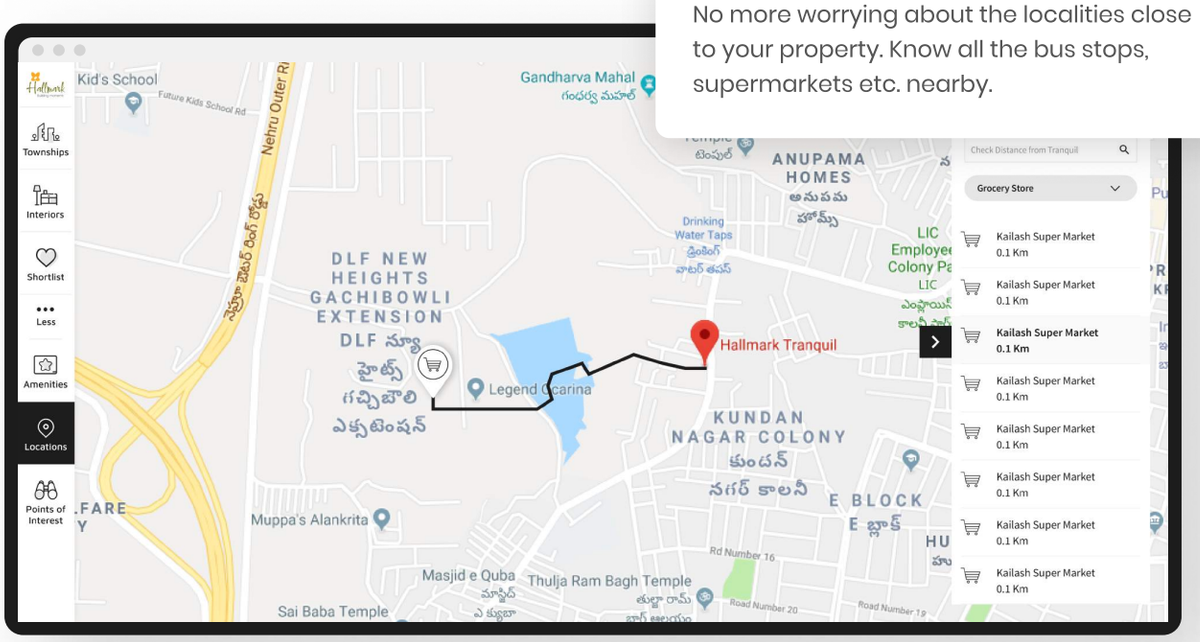
Checkout Interiors

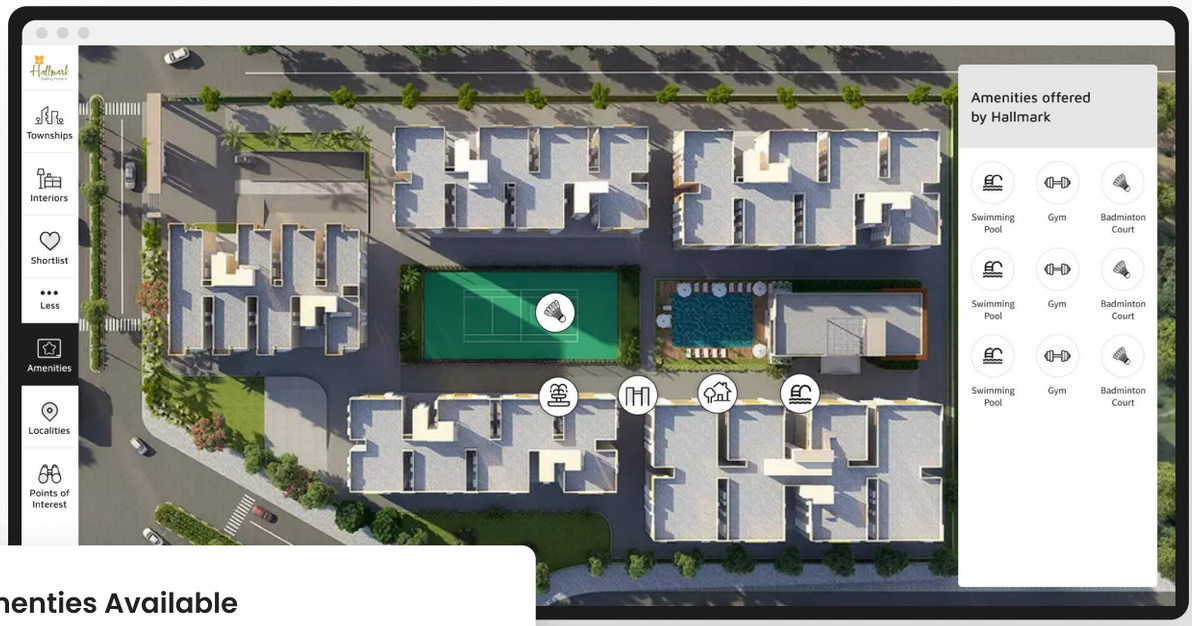
Select the property that you are interested in. Check the floor plan, visit every room, view the interiors. It couldn't get easier than this!



Localities

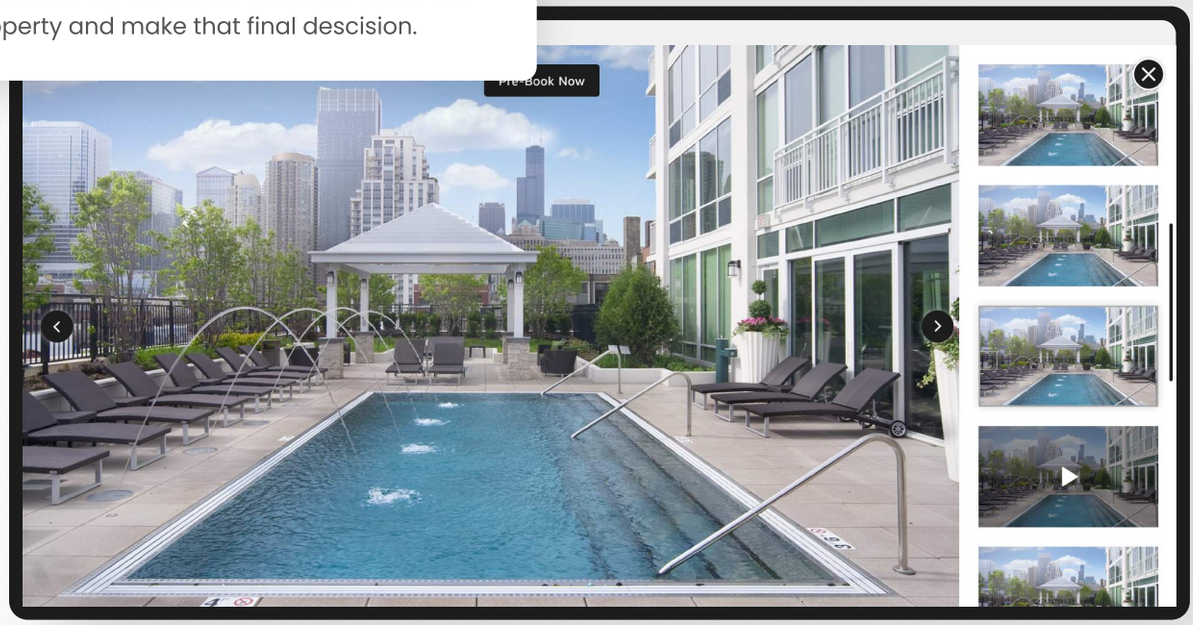
No more worrying about the localities close to your property. Know all the bus stops, supermarkets etc. nearby.

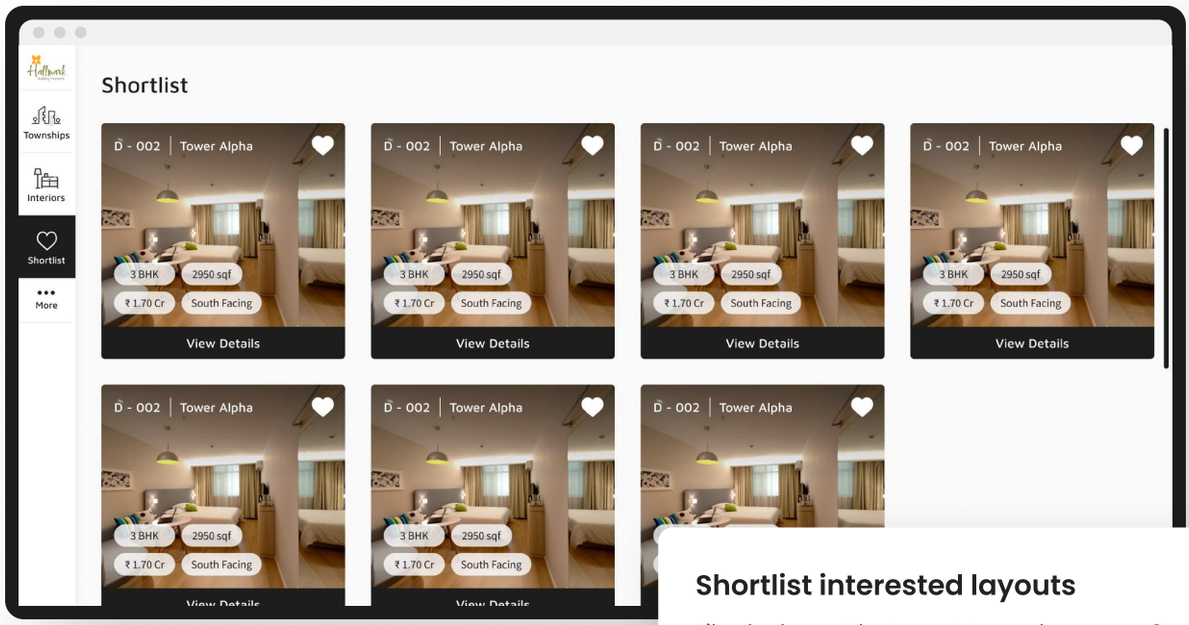




Amenties Available

Explore all the amenties available inside the property and make that final descision.

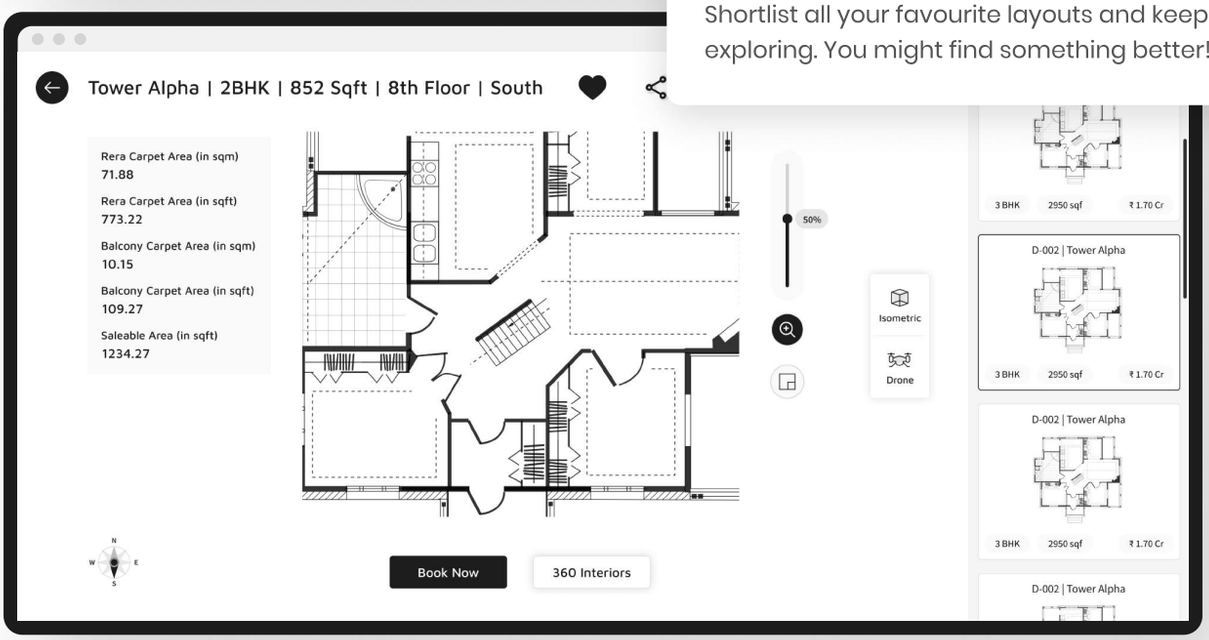




Shortlist interested layouts

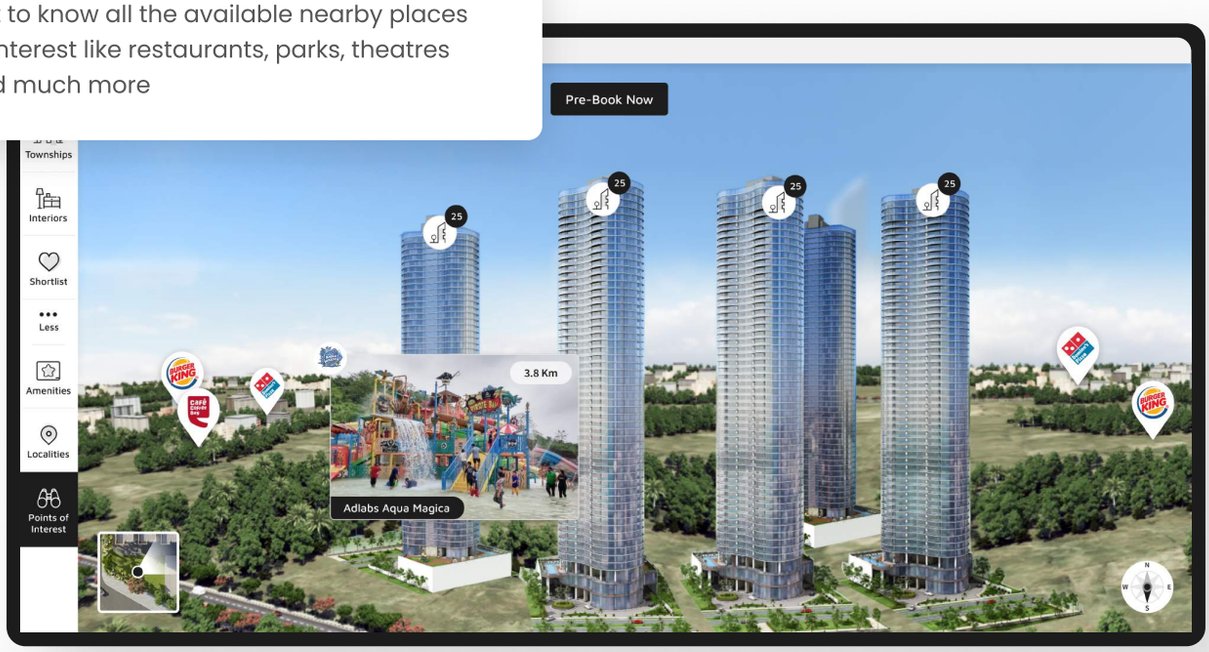
Liked a layout but want to explore more?

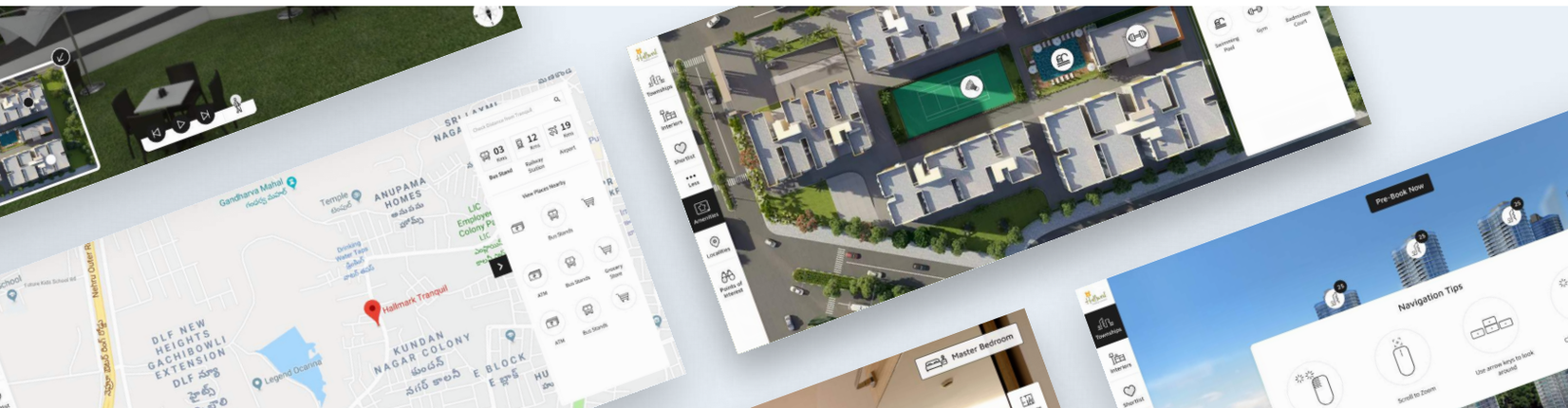
Shortlist all your favourite layouts and keep on exploring. You might find something better!

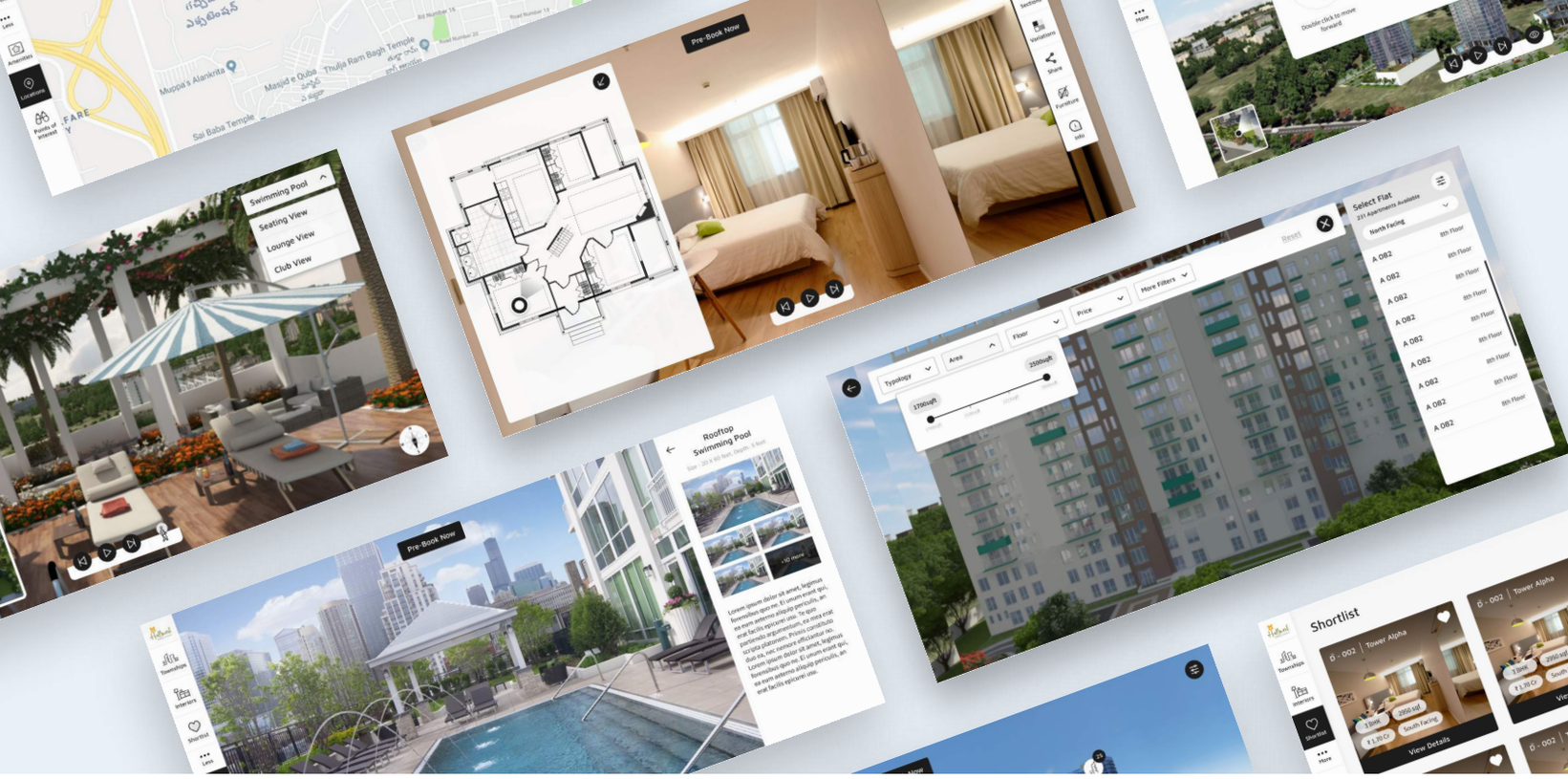


Points of Interest

Get to know all the available nearby places of interest like restaurants, parks, theatres and much more







10+ Clients

Leading property builders use Storyteller

JLL

Asia's Leading Online Property Group PropertyGuru Group

MADERA RESIDENTIAL

RMCAD ROCKY MOUNTAIN COLLEGE OF ART + DESIGN

CASAONE

CROSS PROPERTIES

100+ Design Screens

2 Extraordinary Designers