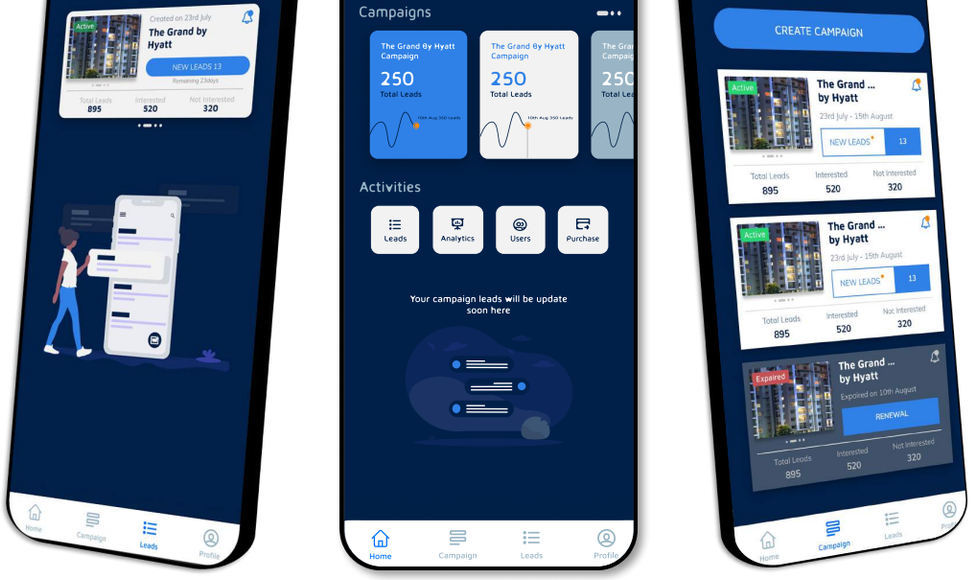
Builders Lead

Product UI/UX

Builders Lead is India's first AI-driven lead generation platform that delivers quality leads to builders and helps them close deals faster

Client Name	Project Duration	Estimated Time
Builders Lead	12 months	1000+ hours



The Challenge

The unorganised condition of the real estate sector in India

The age-old ways of depending on the middleman and paying heavy amounts

Lack of a well-defined digital medium for builders to reach their target audience

Excessive presence of junk leads, making it difficult to filter and identify quality leads

Absence of a tool that would allow builders to generate leads, manage them and sell properties all at one place

01

Research & Findings

Problem

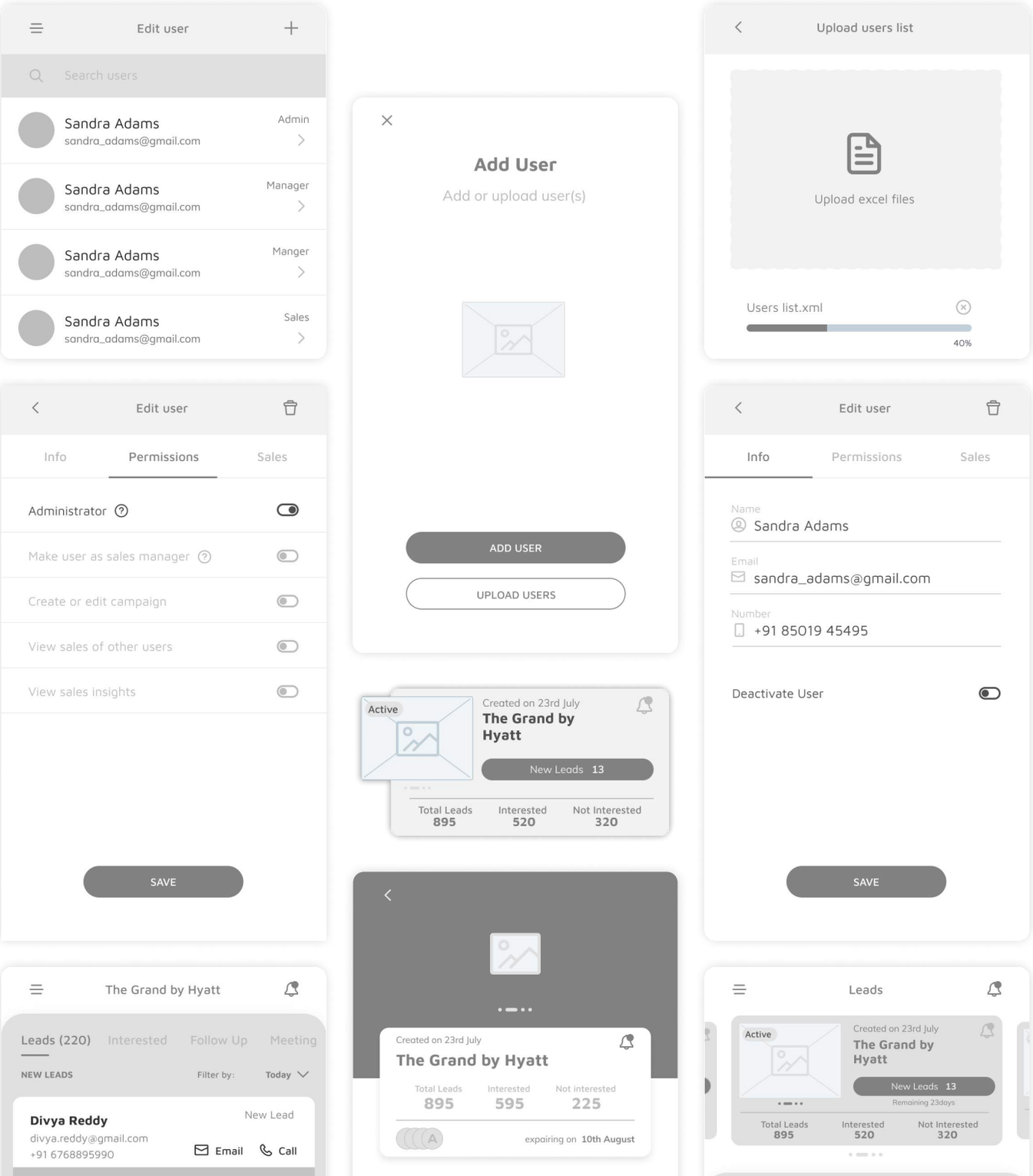
Real estate, being a highly unorganised sector so far, needed a system that would channelize authentic prospect buyers towards the right projects. They bank on channel partners, agents and in-house marketing teams which are expensive and may not deliver desired results.

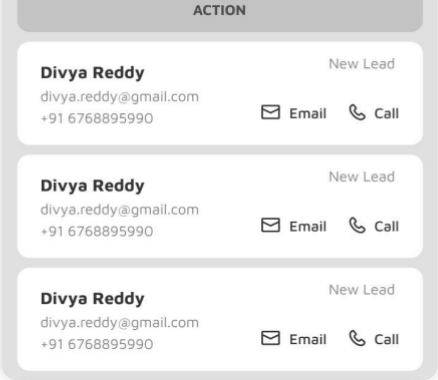
Goal

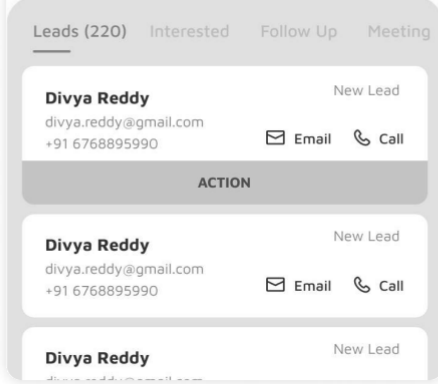
The aim was to develop a platform that would allow teams/individuals to generate quality leads, manage them and convert them into customers with utmost ease, minus the middlemen and junk leads.

02

Wirframes







USP's

Generate leads in 4 Simple steps.

- Share project details
- Pay for Lead Gen plan
- Start receiving leads in just 48 hours
- Convert leads into clients

Cost effective leads with a massive cut down on the charges paid to middleman and channel partners

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Aiming at the right audience with vast database and accurate algorithms

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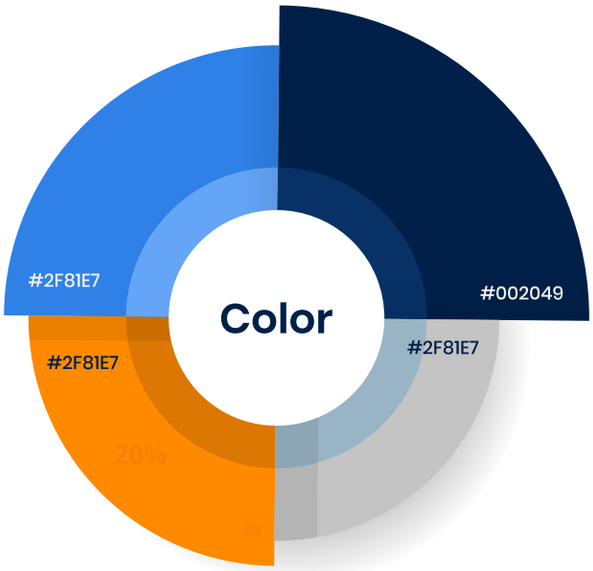
Higher conversion rate than other lead generation platforms

Integrated CRM helps manage all the leads at one place

03

User Interface

A bold, clean and fresh essence to be felt in the UI



Maven Pro

Regular

The quick brown fox jumps over the lazy dog.

Medium

The quick brown fox jumps over the lazy dog.

Bold

The quick brown fox jumps over the lazy dog.

Aa Aa

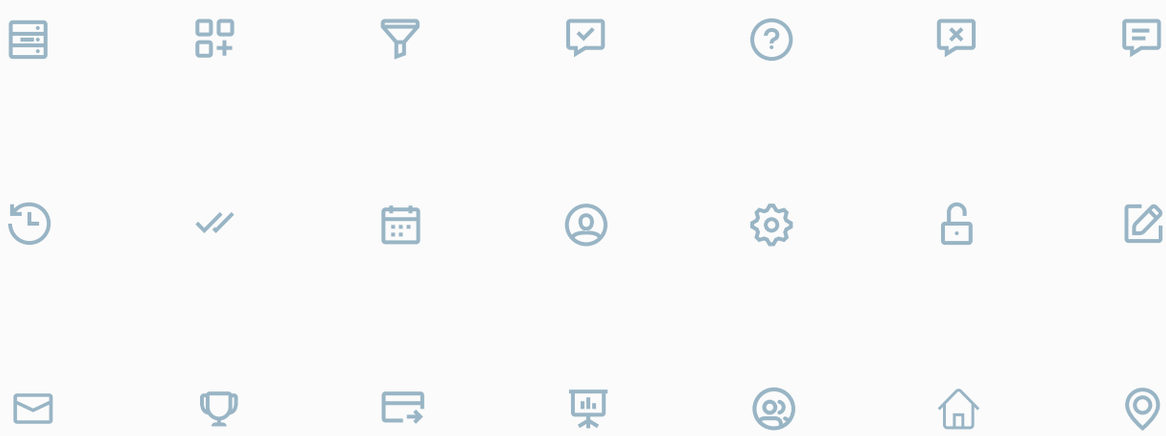
Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy

Zz

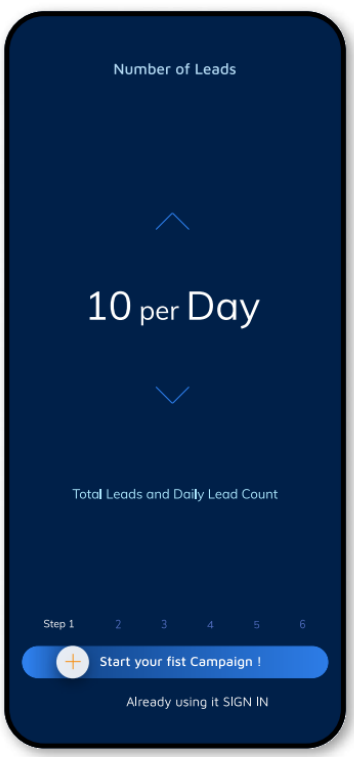


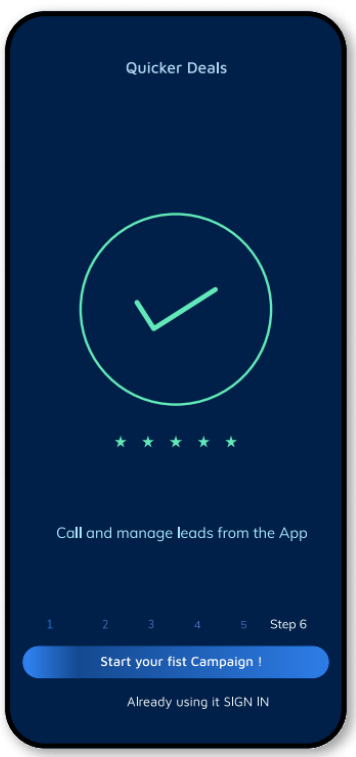
Builders Lead is Sales and CRM on your fingertips

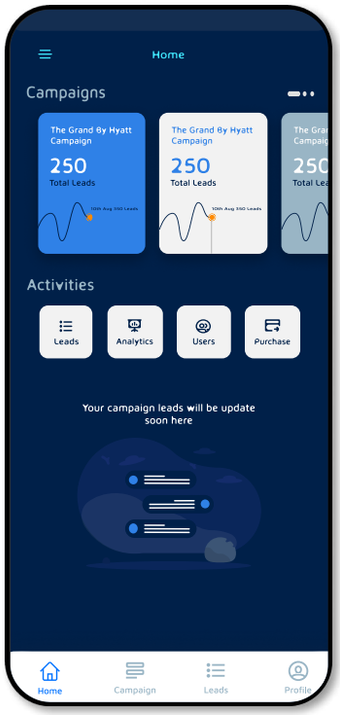
It's true, the User Experience is so simple that one can perform complex tasks effortlessly

Onboarding

Effortless onboarding to help users easily create campaigns for any project







Dashboard

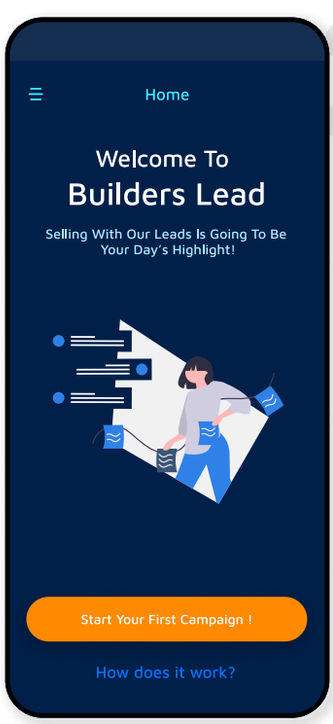
Data visualisation isn't easy and our designers have perfected the art. Builders Lead dashboard helps you stay updated with lead info and manage them on your fingertips

Create Campaigns

In 3 simple steps

- Select property location
- Add property details with images
- Select a lead plan and Go!

1



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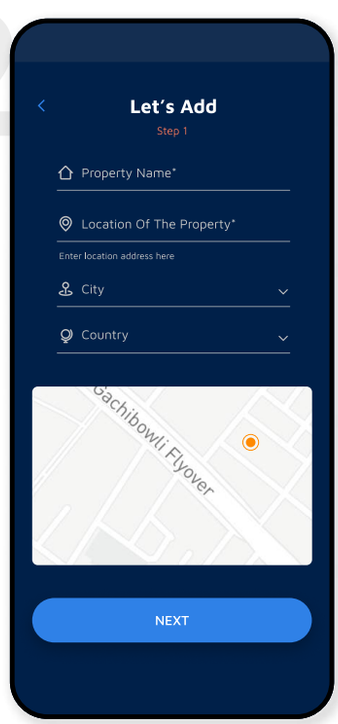

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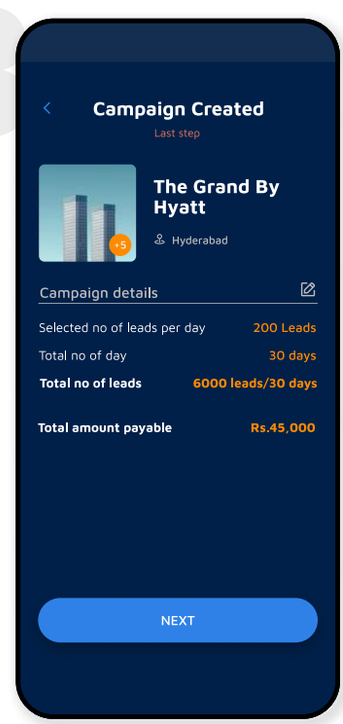
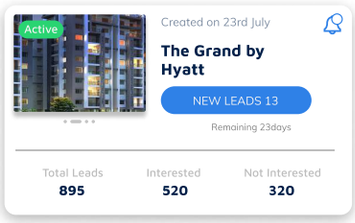


Manage Leads & Users

Integrated CRM helps the users manage their leads by updating their status, assigning them to internal sales teams and monitoring status.

1



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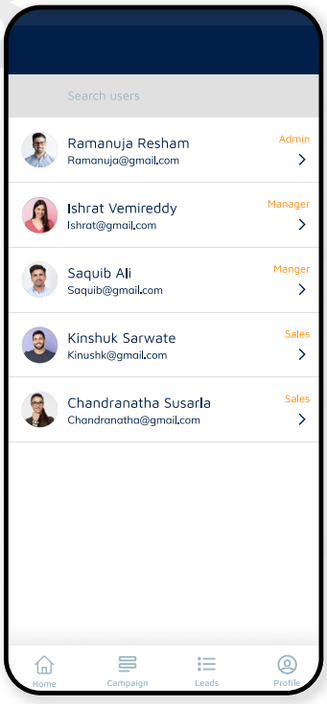
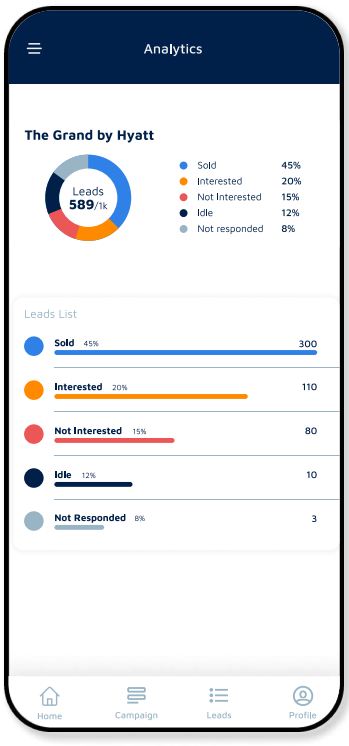


Analyse Lead Performace

The tool's analytics helps the users keep a track of all the generated leads, check their performances and motivates the users to reach their daily conversion goals.



20+ Clients

Successfully generating quality leads for more than 3 years

10L+

Leads

400+

Campaigns

10Cr+

Impressions

500+ Design Screens

2 Extraordinary Designers