

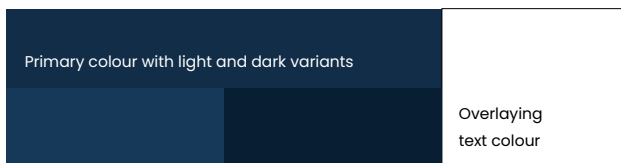
# MARMOSSET

Standard feature set

# Example app colour branding

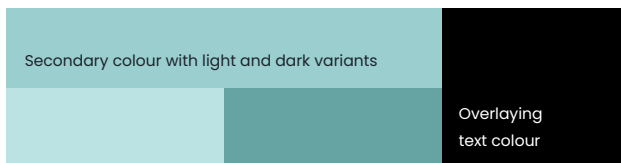
## Marmoset app branding

The Marmoset app is branded to your colour palette, with accessibility principles in mind. The below colours are applied to a template to form the app's features. Our design system allows the app to be branded for the client, whilst ensuring a clean, professional and accessible outcome.



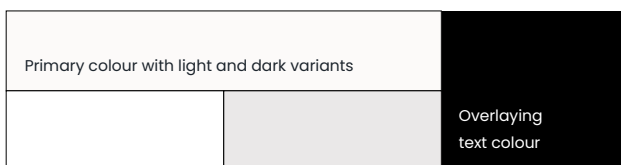
### Primary brand colour

Brand colour and overlaying text colour must have an appropriate contrast for accessibility.



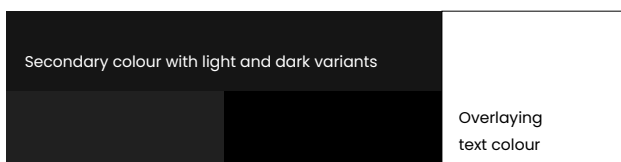
### Secondary brand colour

Brand colour and overlaying text colour must have an appropriate contrast for accessibility.



### Primary app colour

App colour and overlaying text colour must have an appropriate contrast for accessibility.



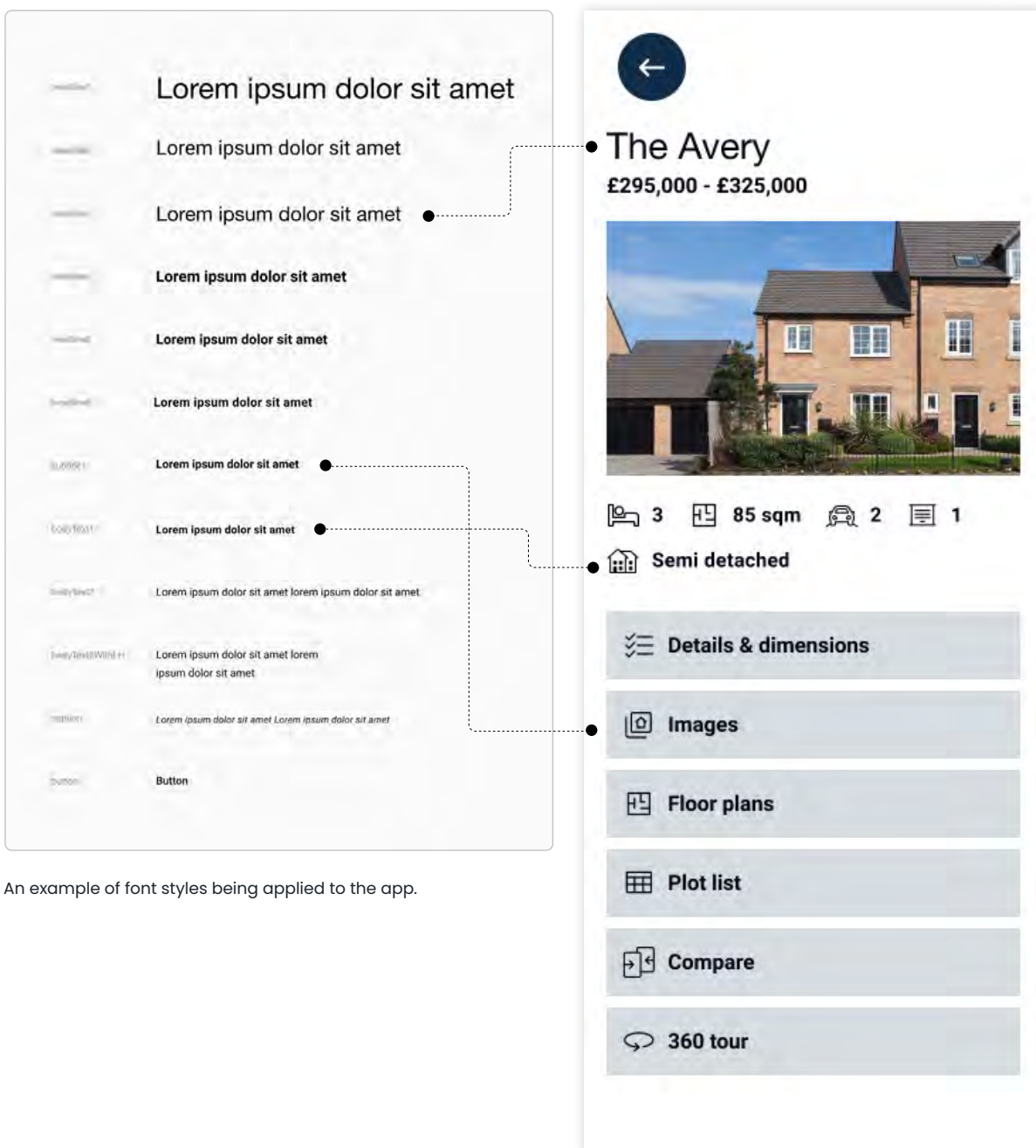
### Secondary app colour

App colour and overlaying text colour must have an appropriate contrast for accessibility.

# Example app fonts

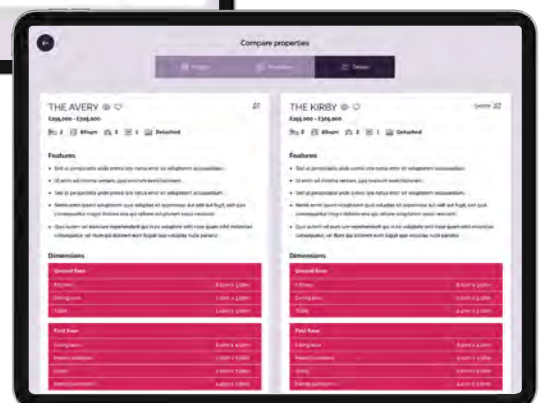
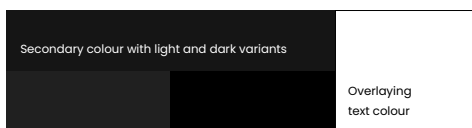
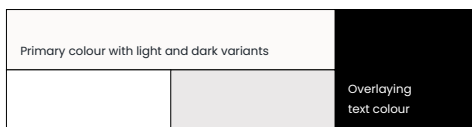
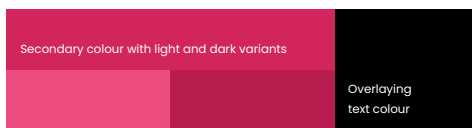
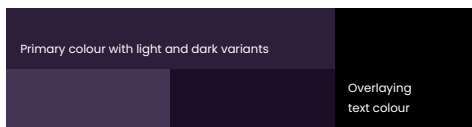
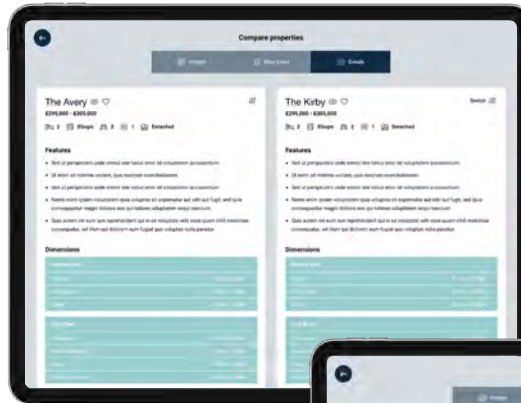
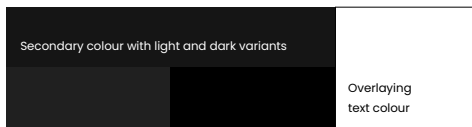
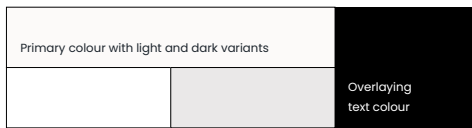
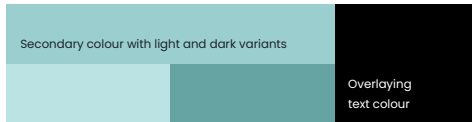
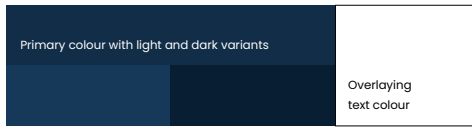
## Marmoset app fonts

We create a set of accessible fonts, based on your brand, to be used across the app. This does not apply to digital brochures, where custom fonts and colours are used.



An example of font styles being applied to the app.

# Colour branding examples



# Icons

## Icon set

Your brand colours will be applied to icons across the app. Icons can be supplied (to spec) by the client if desired, otherwise Marmoset's default icons will be used.



## Points of interest

Custom markers for each category - any shape and colour. Above are examples.



## Property types

Each property type will be assigned an icon. App colours are used. Above are examples.



## Property summary

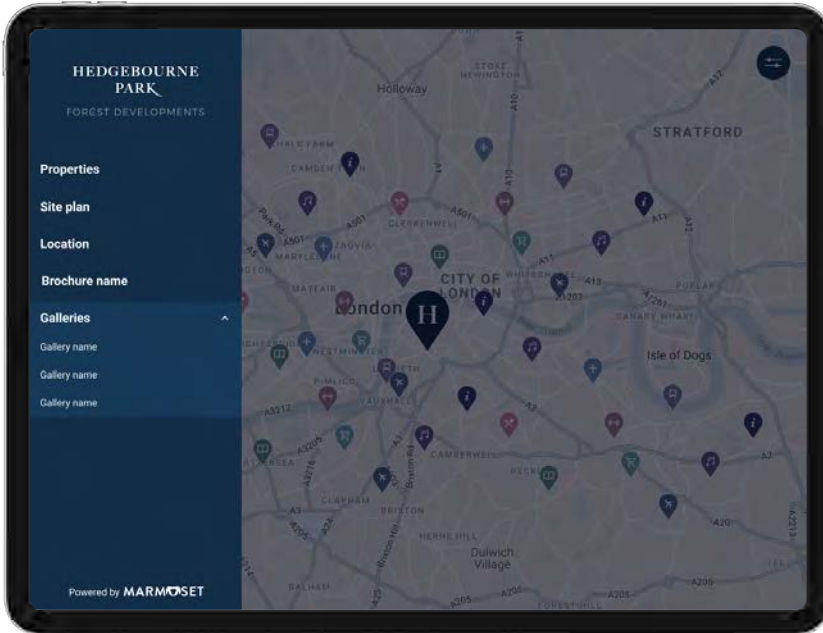
Icons are used to summarise the property style. App colours are used. Above is an example summary.



## App icons

Standard app controls. App colours are used. Above are some examples.

# Menu drawer



Menu drawer using Hedgebourne Park example branding.



## Menu icon

The menu icon uses the primary brand colour as its background.

## Client branding

- The menu drawer uses the primary brand colour as a background.
- The development logo is placed at the top of the menu drawer.

## Features

- Main app features are accessible from the menu drawer.
- The menu drawer can be opened by tapping the menu icon.

## Options

- Menu items can be named as desired in the menu drawer. Eg. the client may choose to label the location feature as 'Explore local amenities'.
- Menu items are turned on or off to match app features.
- The order of menu items is customisable to each client.

## Marmoset branding

- The Marmoset logo is always displayed at the bottom of the menu drawer.

# Development types

## Marmoset supports 2 main development types

Marmoset supports both housing developments and apartment developments. Depending on the type of properties, your app will function slightly differently, in order to best cater for your development.



### Housing developments

Houses are grouped by style, and are listed using property cards. The site plan will allow you to tap on each house.



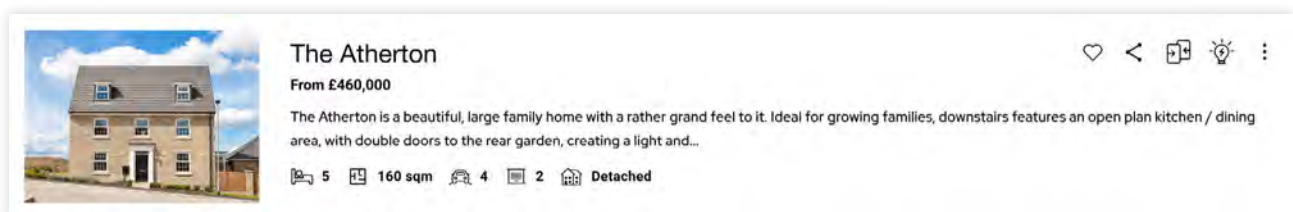
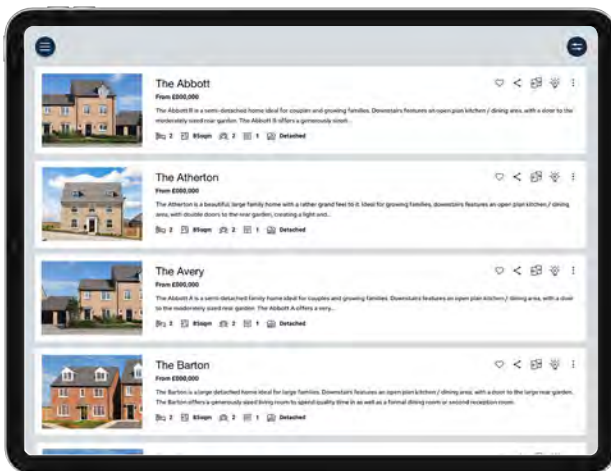
### Apartment developments

Apartments are listed in a table. The site plan will allow you to tap on a building, then go into different floors and view plots.

# Housing developments

## Properties on a housing development are grouped by style name

Houses are grouped by style, and are listed using property cards. The site plan will allow you to tap on each house for floor plan, photos and more.



### Branding

Property cards use the client's fonts and colours. Custom SVG icons can be supplied by the client if desired, otherwise Marmoset's default icons will be used.

### Features

- Scrollable list view of properties with filters.
- Properties can be filtered. See filters page.

### Lighting functionality

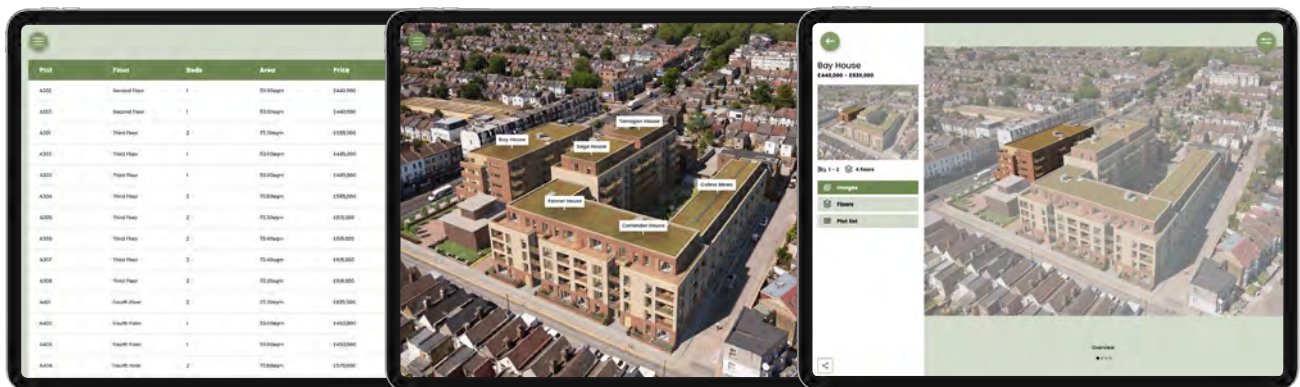
- If the client has a 3D model, we can work with the model makers to integrate lighting functionality into the app.
- When on a property style page, (eg. The Kirby), all plots matching that style will light up.



# Apartment developments

## Apartment developments

Apartments are listed in a table by default. The property finder allows the user to tap on a building, then view the different floors and view plots from there.



## Branding

Property tables use the client's fonts and colours.

## Features

- Scrollable table view of properties with filters.
- Properties can be filtered. See filters page.

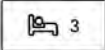
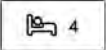
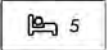
## Lighting functionality

- If the client has a 3D model, we can work with the model makers to integrate lighting functionality into the app.
- Tapping into a building will light it, then tapping a floor will light up the correct floor, then once into plot details, the individual plot will be lit.

# House style filters


## Filter properties

**Bedrooms**

 3  4  5

*Showing properties with any number of bedrooms.*

**Price**



*Showing properties with prices between £270,000 and £430,000.*

**Style**

*Showing all styles.*

**Status**

*Showing all statuses.*

**Filter properties**

*Showing all home types.*

[Reset filters](#)



## Filter icon

The filter icon always sits top right and uses the primary brand colour as its background.

## Filters

Houses can be filtered by:

- Bedrooms
- Price
- Style
- Status
- Property type

The reset button allows filters to be cleared.

## Branding

- Custom SVG icons can be supplied by the client, otherwise Marmoset custom will be used.
- Property types will align with types supplied by the client.

# Apartment filters

## Filter properties

### Bedrooms

 1  2

Showing properties with any number of bedrooms.

### Size

Showing properties with square meters between 50 and 80.

### Price

Showing properties with prices between £440,000 and £640,000.

### Status

 Available Reserved

Showing all statuses.

**Reset filters**



### Filter icon

The filter icon always sits top right and uses the primary brand colour as its background.

### Filters

Apartments can be filtered by:

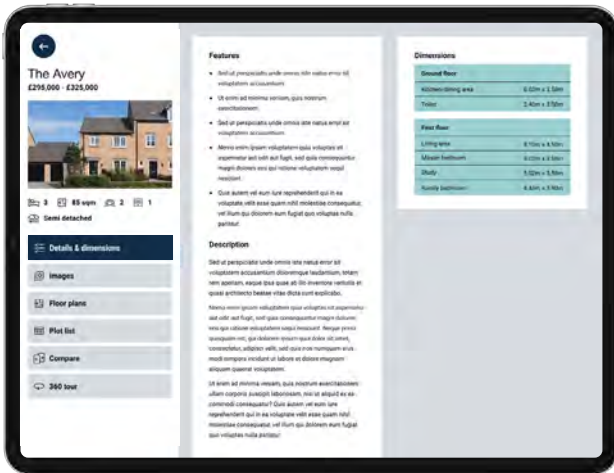
- Bedrooms
- Size (area)
- Price
- Status
- Property type

The reset button allows filters to be cleared.

### Branding

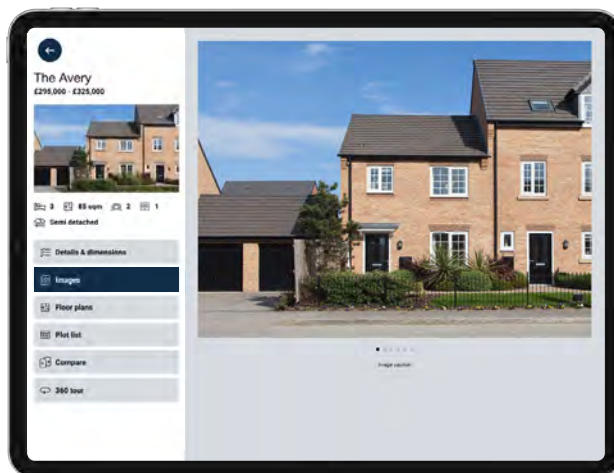
- Custom SVG icons can be supplied by the client, otherwise Marmoset custom will be used.
- Apartment types will align with types supplied by the client.

# House style details



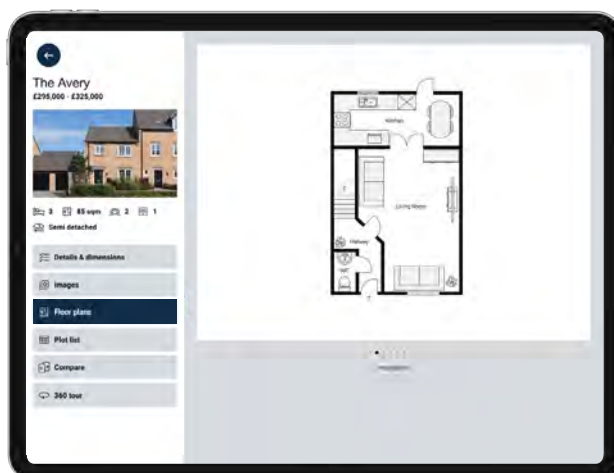
## Property details

- Feature list
- Description
- Dimensions table (displayed in metric or imperial units)
- All fully controlled via the CMS



## Property images

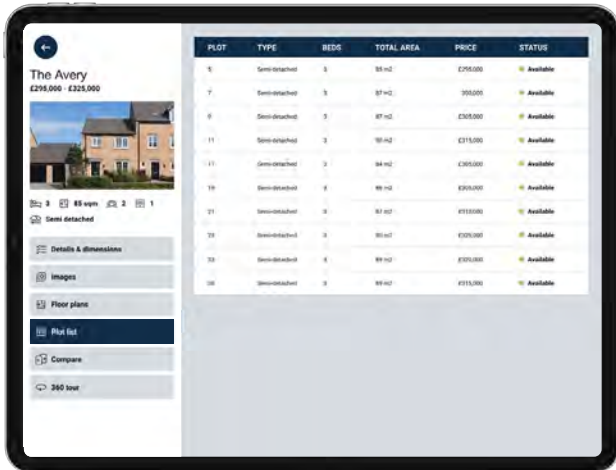
- Images with captions
- Can be added and removed via the CMS



## Property floor plans

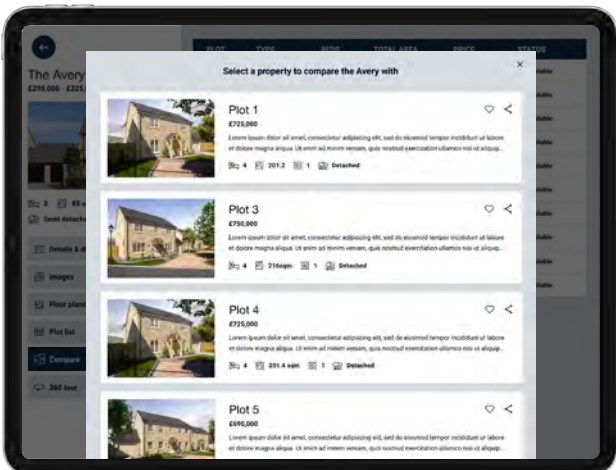
- Floor plans with captions
- Can be added and removed via the CMS

# House style details



## View plots in table / list

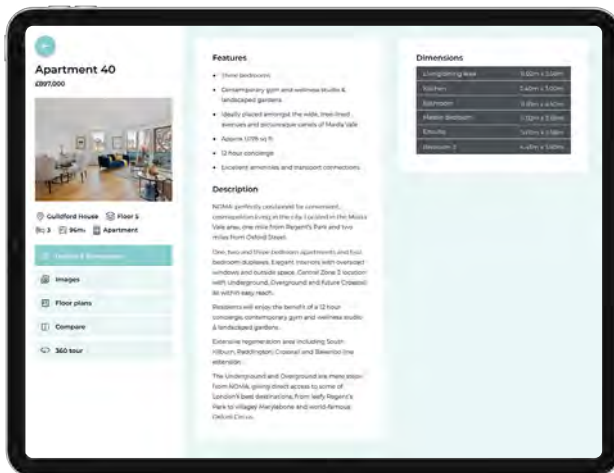
- Shows plots which match the style. Details type, beds, area, price and status.
- Sortable.



## Compare mode

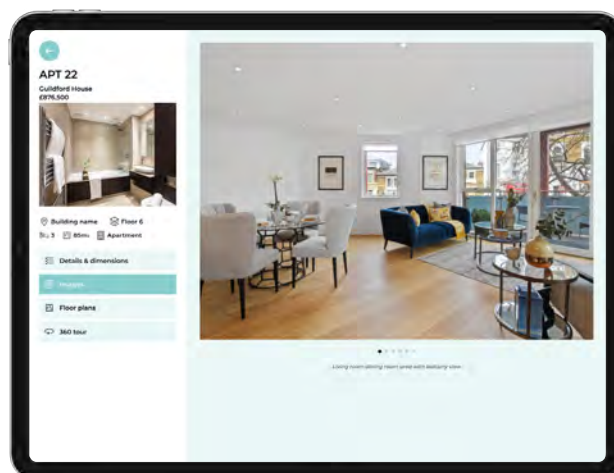
- Tapping compare mode from the property details page brings up a scrollable modal in which the user can choose a property style to compare with.
- Compare mode allows the buyer to compare details, dimensions, floor plans and images with another property, side by side. See next page.

# Apartment details



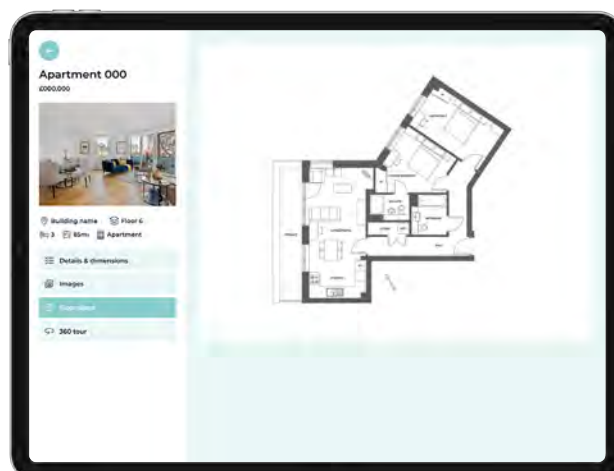
## Property details

- Feature list and specifications
- Description
- Dimensions table (can be shown in imperial or metric units).
- All fully controlled via the CMS



## Property images

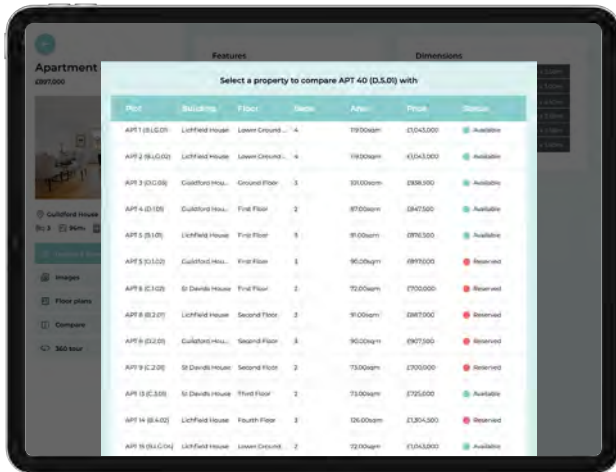
- Images with captions
- Can be added and removed via the CMS



## Property floor plans

- Floor GA with location indicator
- Floor plans with captions
- Site plan with location indicator can also be added
- Can be added to and removed via the CMS

# Apartment details



## Compare mode

- Tapping compare mode from the property details page brings up a scrollable modal in which the user can choose a plot to compare with.
- Compare mode allows the buyer to compare details, dimensions, floor plans and images with another plot, side by side. See next page.

# Compare mode (house style example)

Unavailable on mobile devices

## The Sinclair B

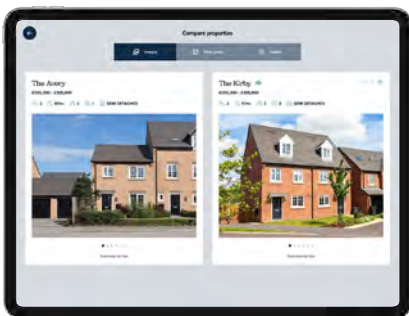
£275,000 - £300,000

 3  93.18 m<sup>2</sup>  Detached



### Plot summary

- A summary of each property is always shown.
- The eye icon allows the buyer to quickly jump to the full details of the property they are comparing against.
- The switch button brings the modal back up so the user can easily compare a different property.



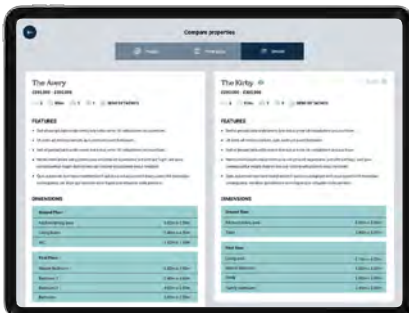
### Compare images

- Each container is individually scrollable.
- Swipe and compare images.



### Compare floor plans

- Each container is individually scrollable.
- Swipe and compare floor plans.



### Compare property details

- Each container is individually scrollable.
- Compare features, description and dimensions of two properties.
- The eye icon allows the buyer to quickly jump to the full details of the property they are comparing against.
- The switch button brings the modal back up so the user can easily compare a different property.



# Site plan

For developments with houses



## Property buttons

Each property style has a button which can be assigned a custom colour.

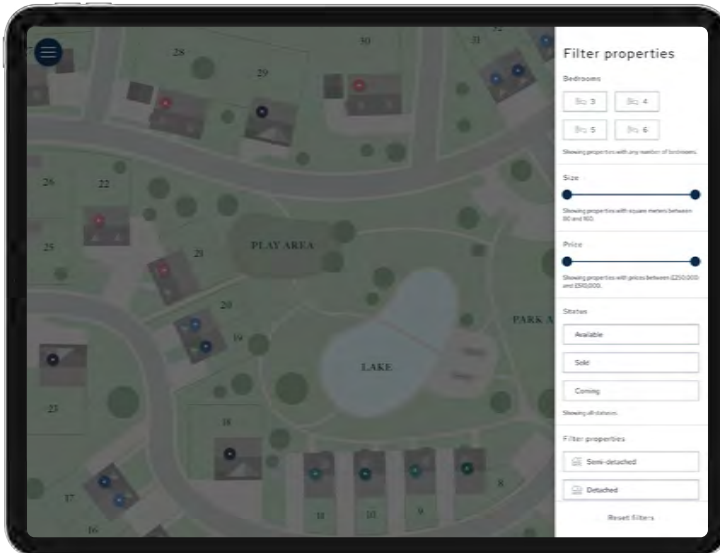
## Branding

- Property markers for each style can be assigned a custom colour.
- Site plan is supplied by client.

## Features

- Tapping a property marker brings up a property info card.
- Site plan is zoomable.
- Site plan can be filtered. See next page.

# Site plan filters



## Filters

Using the filters will only show property buttons which fit the desired criteria:

- Number of bedrooms
- Area range
- Price range
- Status
- Property type

Filters can be cleared by using the 'Reset' button.

## Filter properties

### Bedrooms

Showing properties with any number of bedrooms.

### Size

Showing properties with square meters between 80 and 160.

### Price

Showing properties with prices between £250,000 and £510,000.

### Status

Showing all statuses.

### Filter properties

# Building selector

For developments with multiple buildings



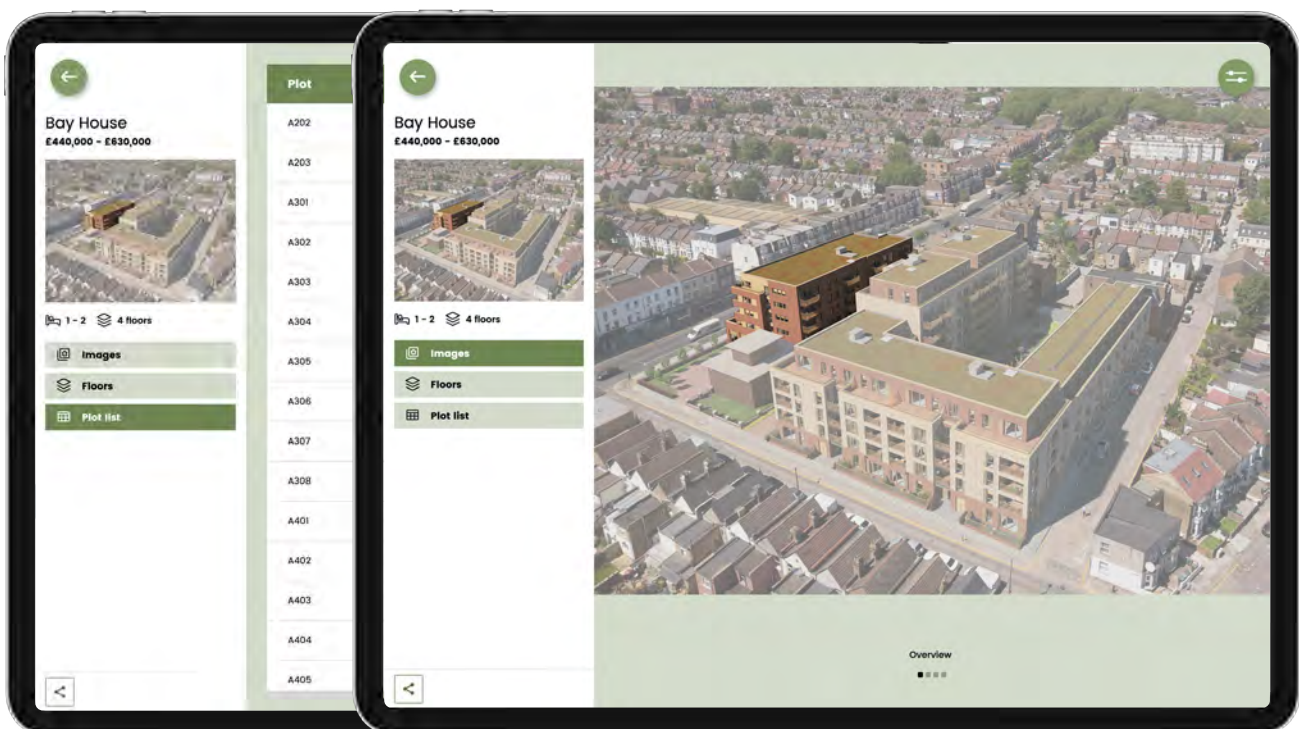
## Building selector

- Interactive hotspots can be added to CGIs of the development to create links to the building details.
- Alternatively, a flat site plan can be used if preferred.

# Building details

## About the building

- Tapping on a building from the site plan will take the user to the building details, where they can see an overview of the properties in the building, how many floors there are, the number of bedrooms offered, as well as images showing the building and its location on the development.
- From here, the user can see a table view of properties and tap into each one, or use the 'Floors' tab to explore the different floors and available properties on the GAs.



# Floor selector



## Branding

Floor cards use the client's fonts and colours. Property buttons can use custom colours for each property style.

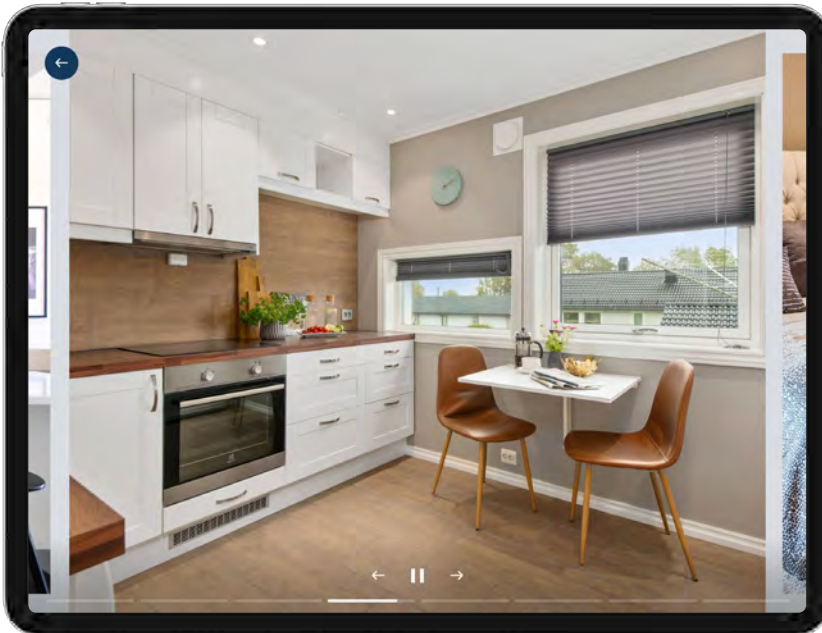
## Features

- Scrollable list of floors.
- Floor cards will show the number of available properties matching your filters.
- Zoom and scroll each floor.
- Tap on property buttons to see its details.

## Lighting functionality

- If the client has a 3D model, we can work with the model makers to integrate lighting functionality into the app, so when a floor is tapped, the floor will light up on the model.

# Galleries



## Features

- Auto play feature with timer pips.
- Swipe left and right or use the arrows.
- Add and remove images in the CMS.

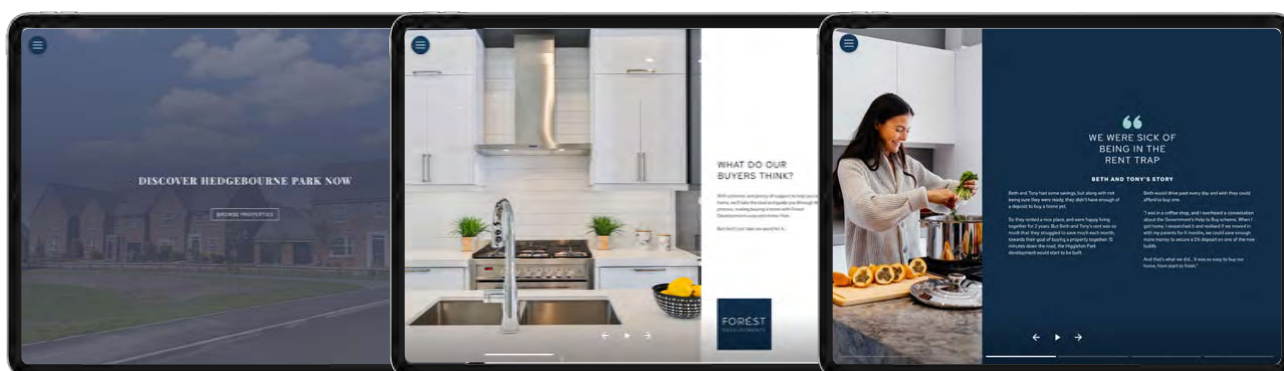
## Options

- Create as many galleries as you like.
- Name the galleries.
- Fully editable in the CMS.

# Bespoke digital brochures

## Bespoke digital brochures

As standard, 1 interactive digital brochure is included in your app. This part of the app is built bespoke to mirror your physical brochure and does not have to stick to the colour and font palette. This feature is ideal for displaying information about the developer, development or surrounding area, adding buyer testimonials, or providing information such as the Help to Buy Scheme.



## Branding

- A separate set of fonts and colours are created to allow complete design freedom.
- Layouts and content will be heavily based on physical brochures.
- Pages are designed by the Marmoset team to mirror physical brochures.

## Features

- Animations.
- Buttons can be used to link through to other app features.
- Pages are responsive from mobile to large touch screens.
- Accessible from the menu drawer, names for each brochure can be chosen.
- Autoplay feature.

## Limitations

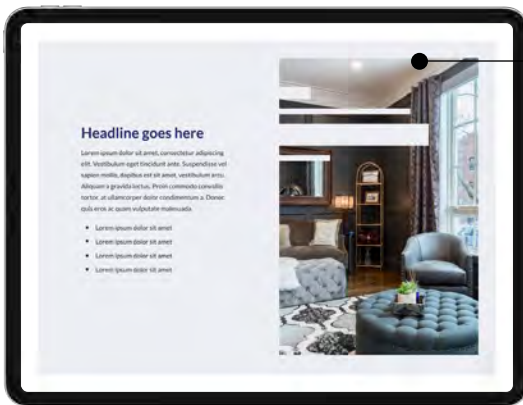
- Maximum number of page templates. Client specific.
- Longer content is sometimes sensibly cut down to ensure accessibility on all screen sizes.



# Bespoke digital brochures

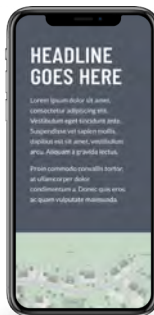
## Example bespoke brochure pages

The following are examples of interactive digital brochure pages. However, the layout, style, and content will be based on your existing brand and brochures. Brochures are made responsive for all devices.



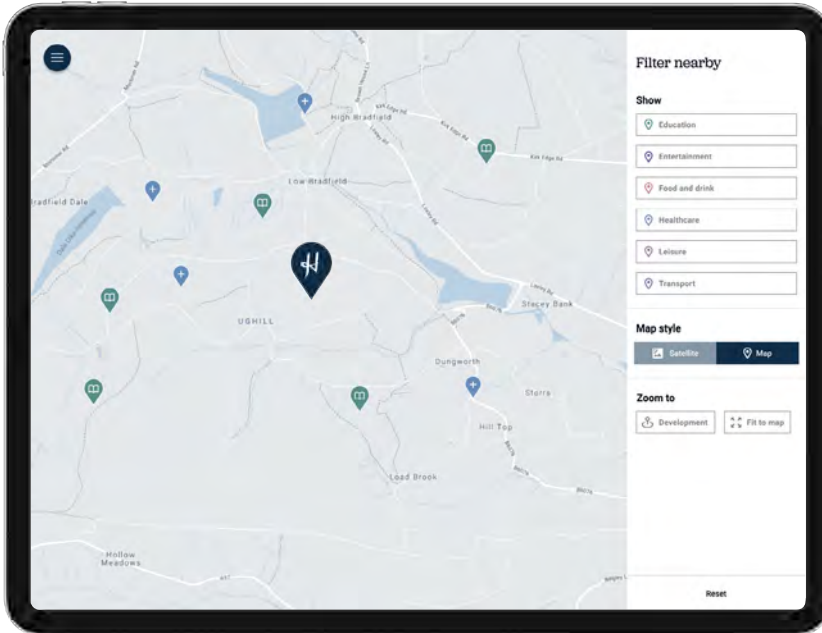
Smaller thumbnail images can be expanded into full screen with animations.

A site plan image within the story can be linked through to the interactive site plan. Buttons can be added to link through to any desired section of the app.





# Location

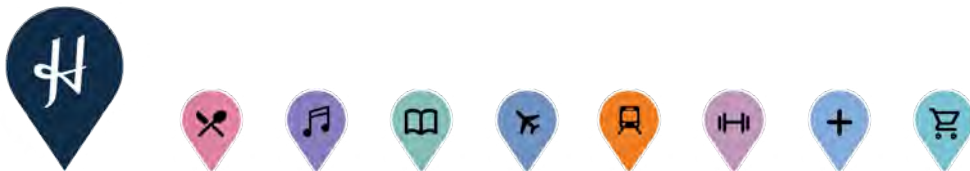


Location feature using example branding.



## Filter icon

The filter icon always sits top right and uses the primary brand colour as its background.



Example development and POI markers.

## Branding

- Marmoset uses a custom map style to compliment your brand. This can be supplied by the client, otherwise we will create a style based on the brand.
- Custom development and point of interest (POI) markers to compliment your brand.

## Features

- Custom branded map.
- Filter location by category.
- Satellite and map view.
- Zoom to development and fit to map controls.
- POI markers.
- Image and short description for each marker in modal.

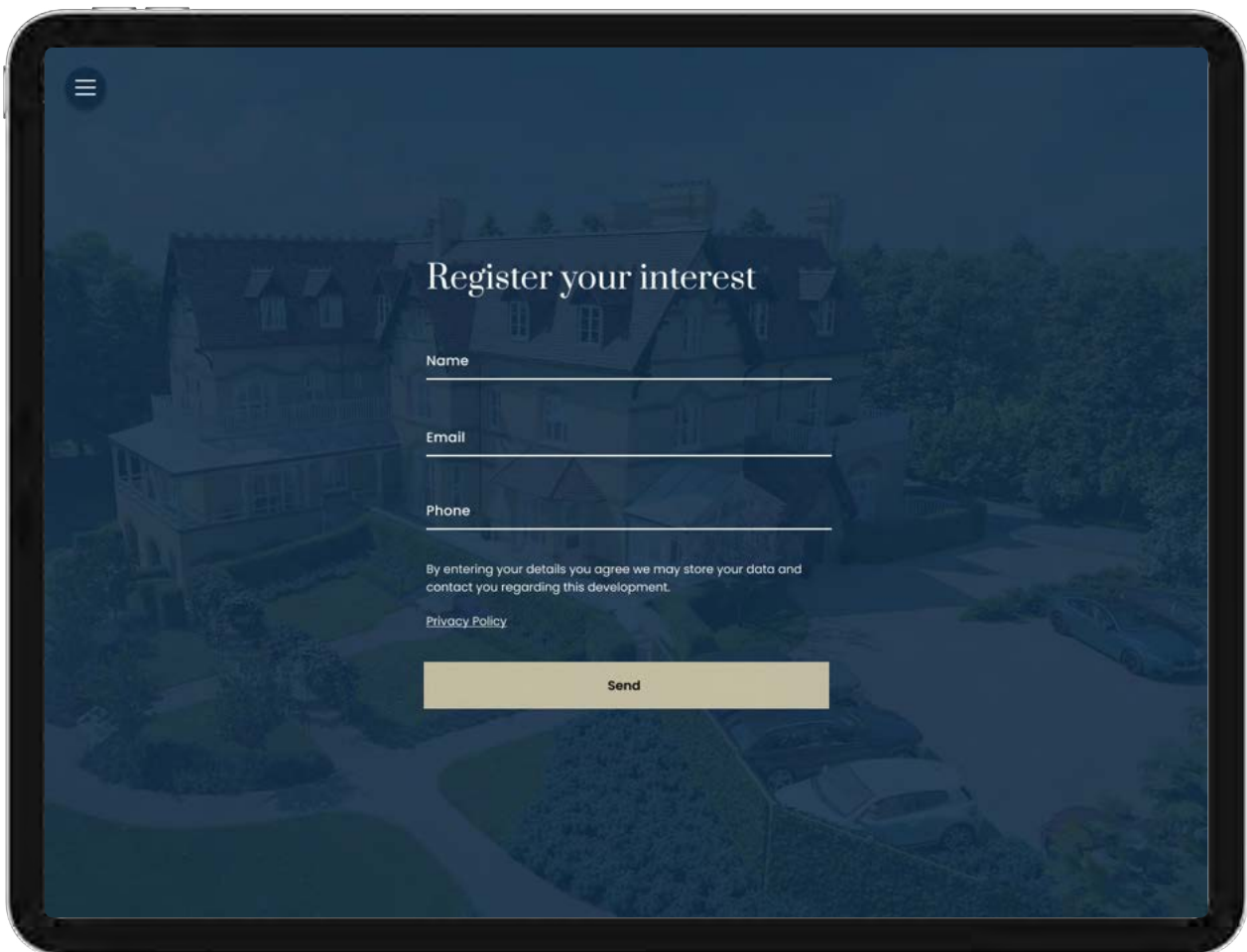
## Limitations

- Maximum 10 POI categories.
- Maximum total of 50 POI markers.
- Included in setup if client provides POI data.
- Fully manageable from the CMS.

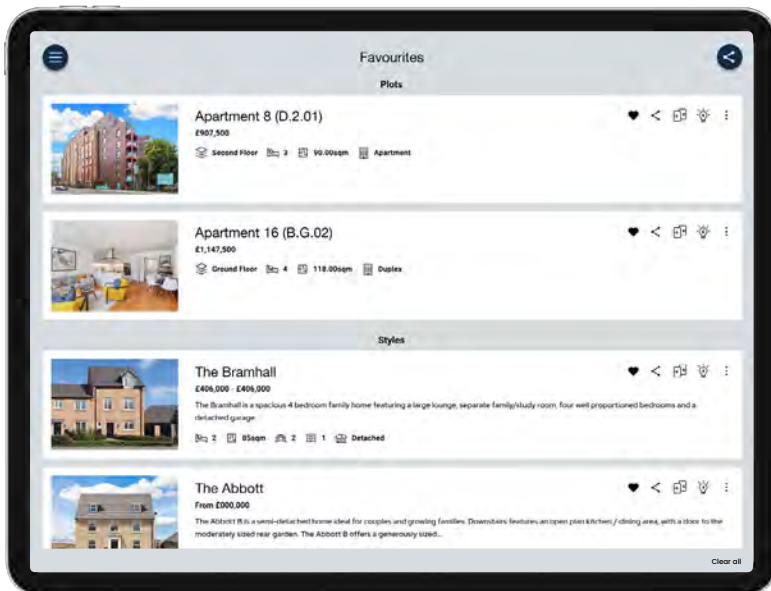
# Customisable forms

## Potential buyers

- Take details from potential buyers
- Standard Marmoset contact form shown below
- Add and name extra custom fields
- Alternatively, we can display your website's own register interest form within the app

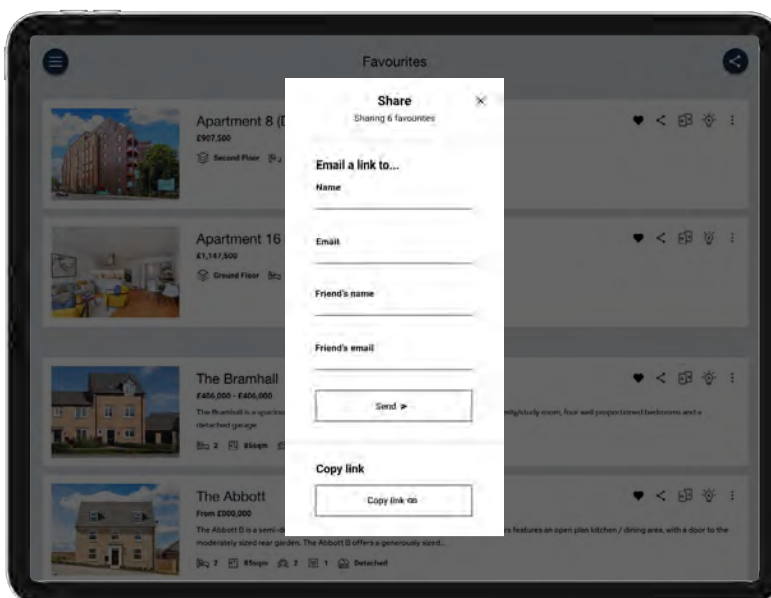


# Favourites



## Compiling a favourites list

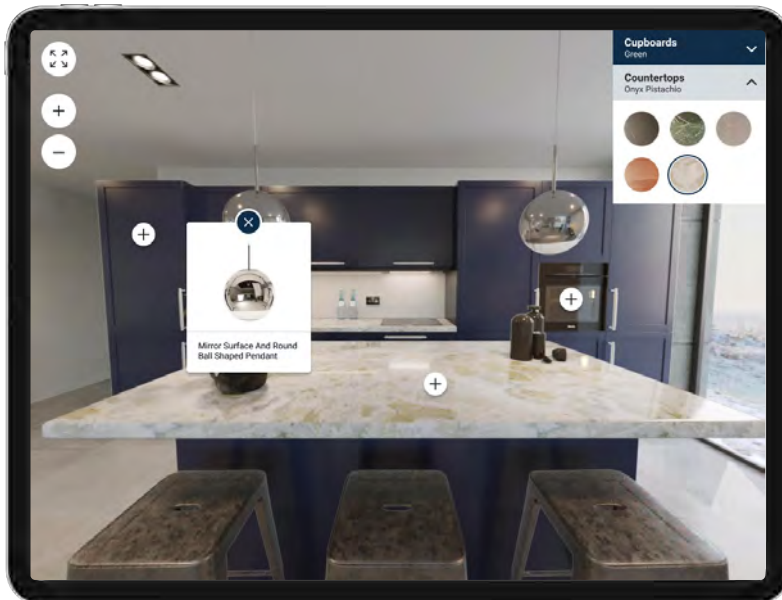
- Using the heart icons shown in various locations across the app users can compile a list of their favourite buildings, plots and house styles.
- The favourites page holds all 'favourited' items as a list of cards.
- Favourites can be removed from the favourites list by deselecting the heart icon on each card or by tapping 'clear all'.



## Sharing favourites

The full list of favourited items can be shared via email or by copying a hyperlink. The shared link can then be viewed from any device at a later date.

# Options and choices



## Branding

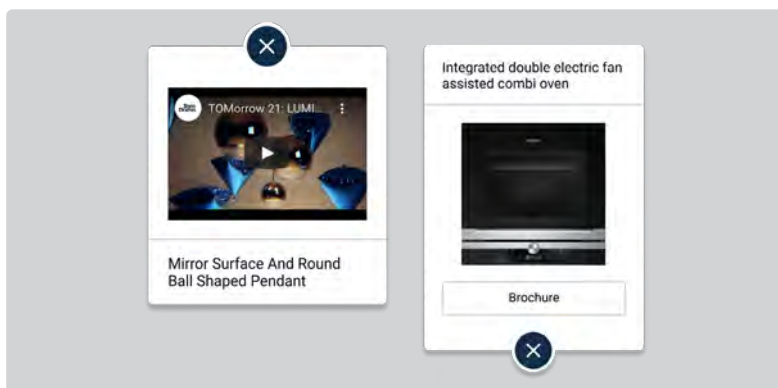
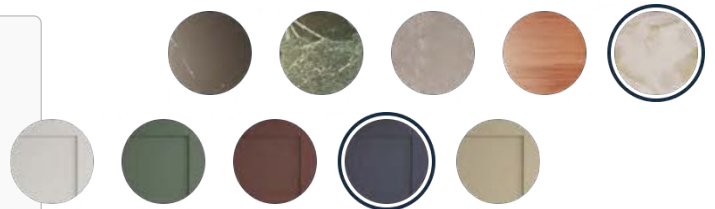
Menus and info overlays use the client's fonts and colours.

## 360 experience

Explore rooms within a 360 experience created using 8k CGIs of your property plots or home styles.

## Swatches

Selectable swatches allowing you to change room materials and colours in real-time.



## Info pop ups

Info pop ups, supporting images, videos, text and links can be attached to various hotspots in your rooms.

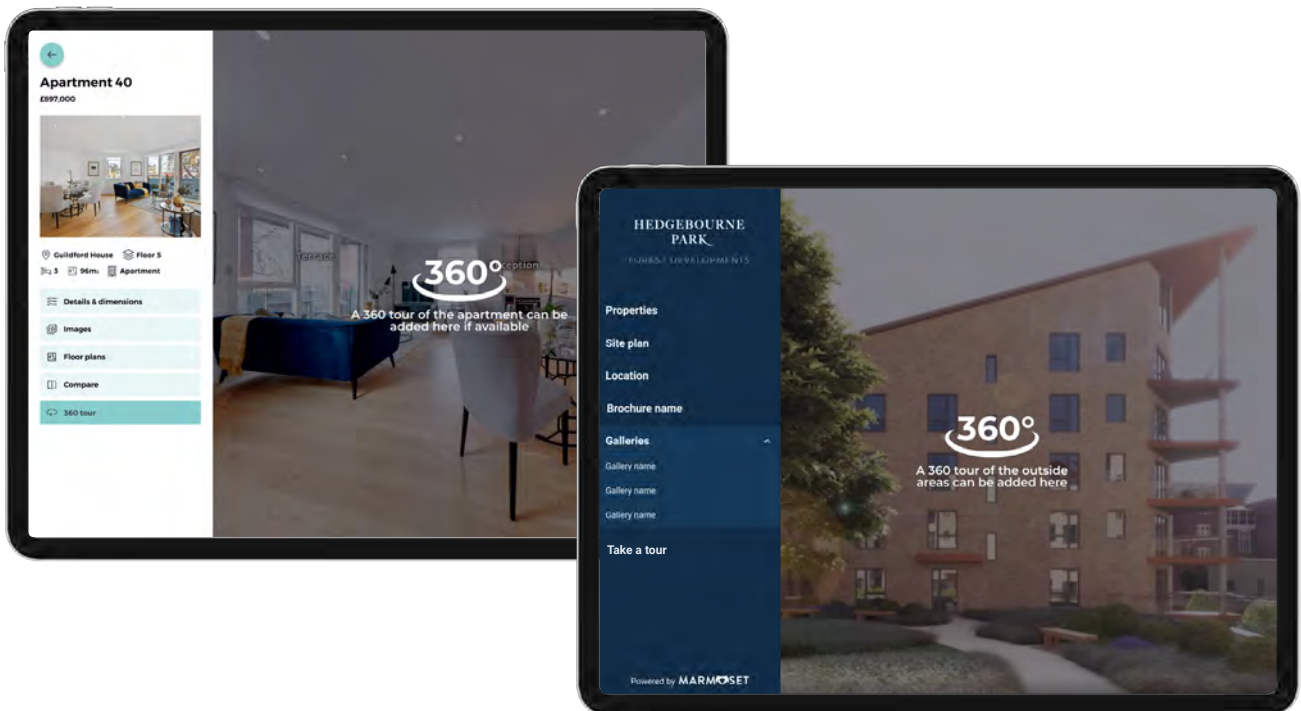
# 360 tours

## Plots and styles tour

360 tours can be shown for individual plots and styles.

## Development tour

Tours can also be shown for the entire development, found via the main menu.



## Virtual reality

Allow buyers to insert their phone into VR headsets in your marketing suite to fully immerse themselves into your tours. Users can open the tour on their own phone using 'tap me' stickers, which will automatically open the app on their phone when tapped.



# Room lighting

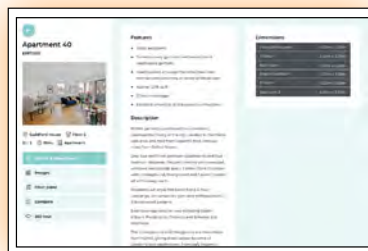
## Model lighting

Connect lighting from your 3D model with various actions in the app, such as selected plots, styles and buildings.



## Context driven smart lighting

Connect the app to smart lighting, which can change colour depending on which part of the app is being interacted with. This can be kept in sync with home styles, plot availability and other property features as an additional visual cue for prospective buyers using the app.

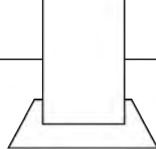


# Physical room interactions

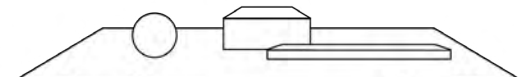
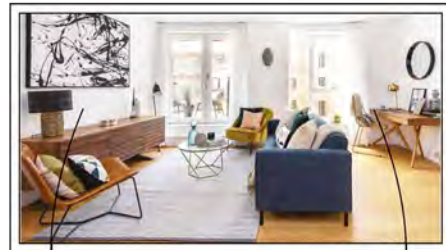
TV



Kiosk



TV



Objects

## Context driven video wall

A context driven video wall can play videos or show images which are relevant to the page running in the app. For example a video about the local area could play whilst exploring the location map.

## Object driven interactions

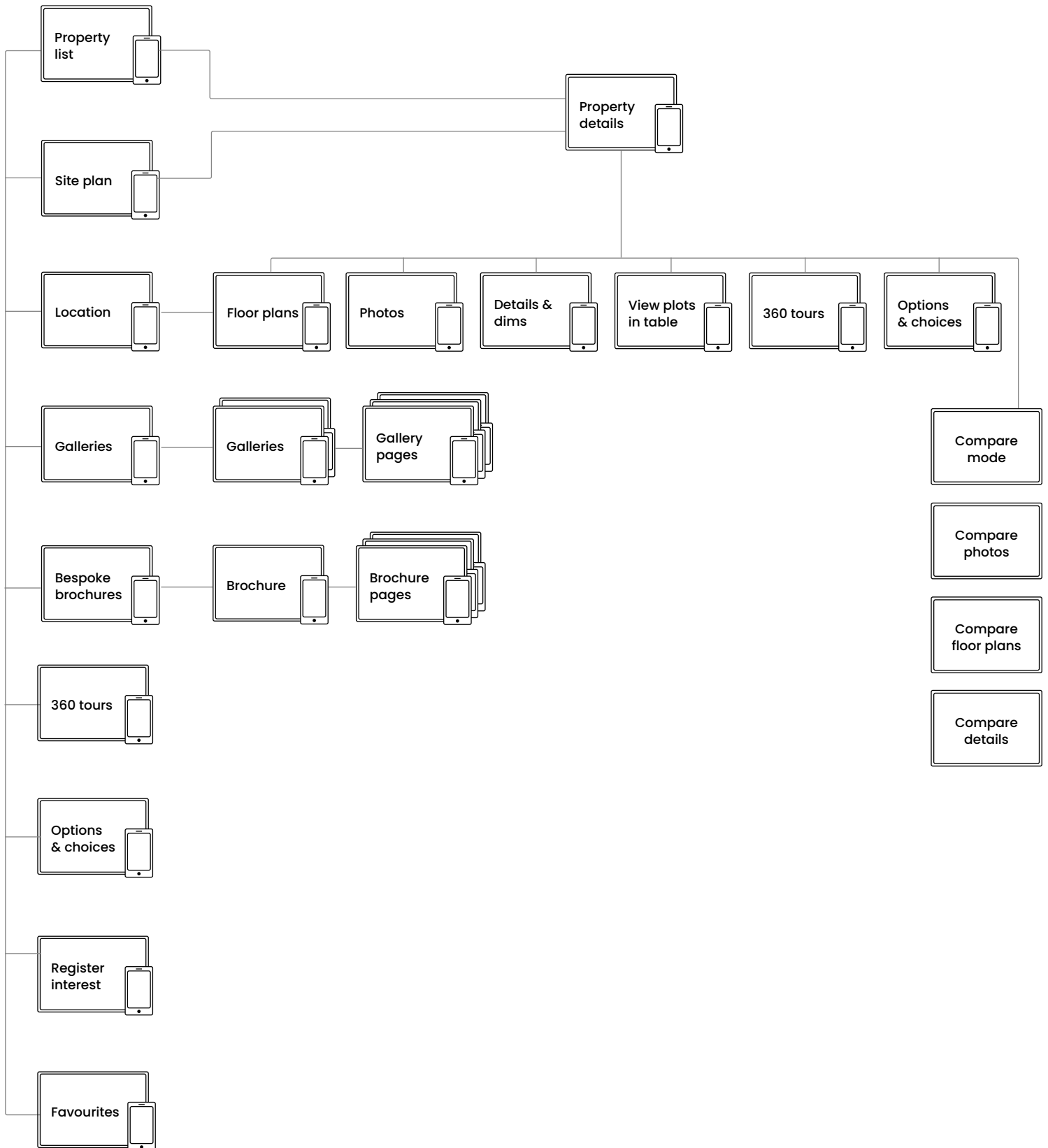
Show physical objects in your marketing suite, such as flooring and worktop samples, which affect information displayed on screen. For example information about the quality of flooring could show when a flooring tile is picked up.

# MARMOSET

## Nav map



# Housing development nav map



# Apartment development nav map

