TOUCHSCREEN KIOSK PROGRAM

Bozzuto Management Company introduces its newest interactive sales tool, the on-site leasing kiosk. Utilizing the multi-touch technology of the ELO screen and iPad and Android tablets, it takes the leasing process to the next level. Using intelligent user experience combined with eye-catching graphics, the program was intuitively designed for the way our modern day customer moves through the apartment leasing process – choosing the neighborhood, exploring the on-site community, and selecting the perfect apartment. During the setup process, the design will be customized for each community by adding community specific assets such as logo, color palette, floor plans, and other content.

The kiosk experience is tailored for the user from the moment they select their favorite floor plans and amenities and save their preferences to a user profile. The process continues via email, web, and tablet where the user can remotely access their saved preferences and ultimately reserve their chosen floor plan.

Bozzuto's 2012 Lead2Lease statistics show that 80% of customers originally found the property via an online interaction. Continuing this interactive process on-site is the next natural step and is a tremendous sales tool that allows our sales teams to remain progressive in the competitive apartment markets in which we operate.
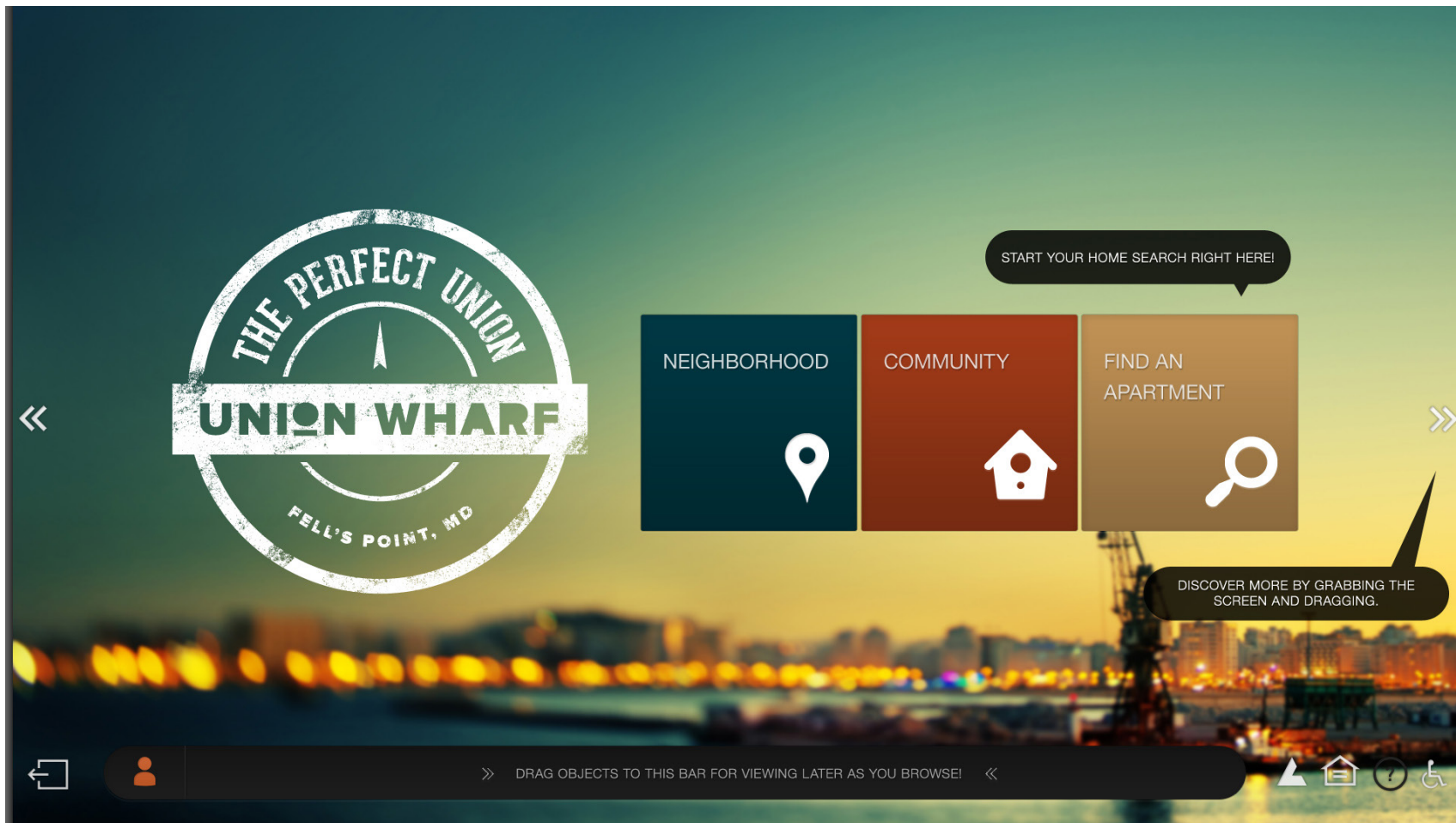
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1. HOME SCREEN WITH INFORMATIONAL CLOUDS

The simple home screen leads the user to explore the three core categories – neighborhood, on-site community, and apartment search

Informational clouds appear temporarily to guide the user through the screens
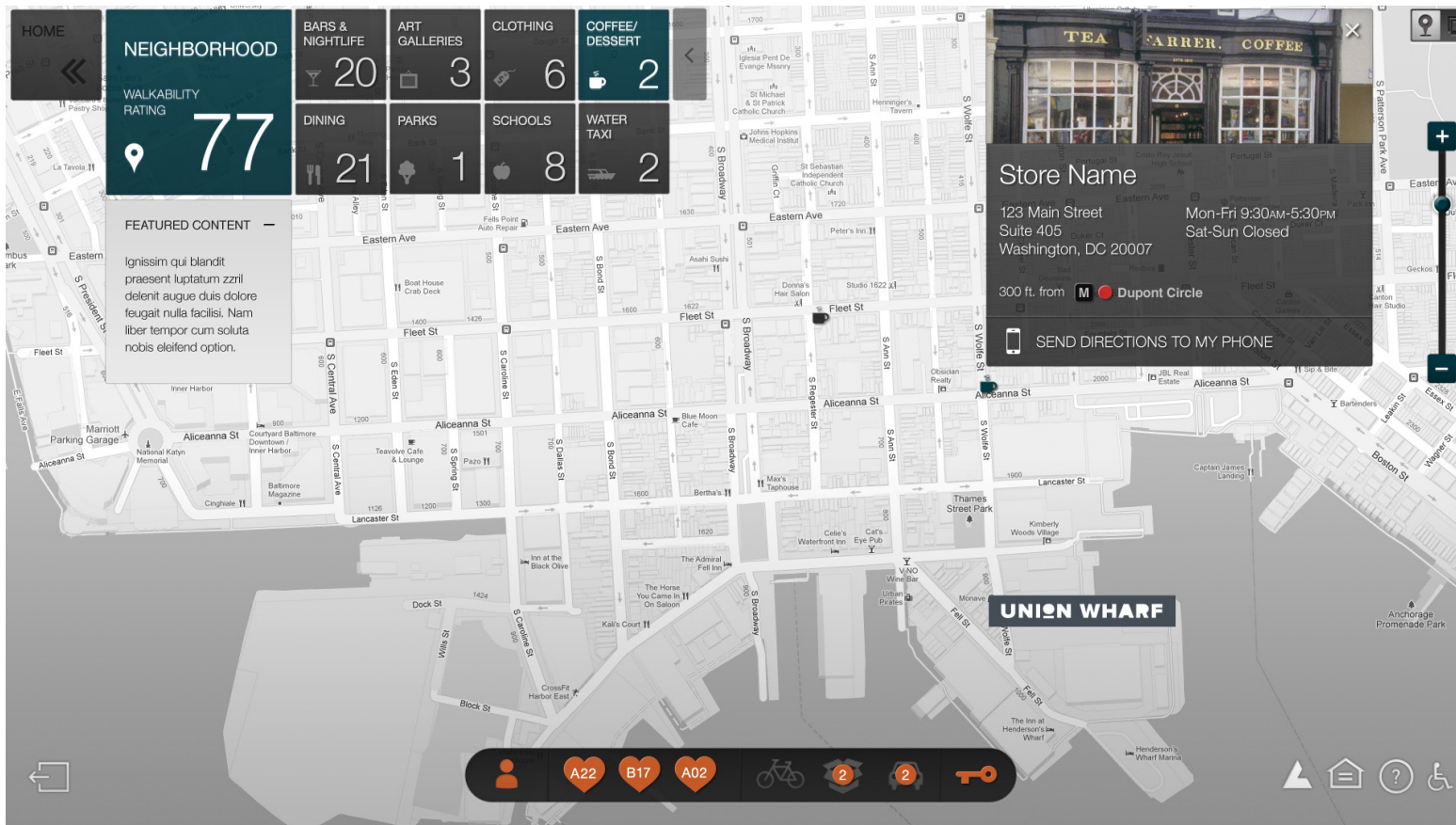
The kiosk system is fully ADA compliant

2. NEIGHBORHOOD MAP

Choosing the right neighborhood is critical to the decision making process

Details include distance to public transit, if applicable

Provides a snapshot of the number of points of interest in the area

This tool helps sell your community from the outside in

3. COMMUNITY SECTION

Allows the user to explore the on-site apartment community

Incorporates details about the community including amenities, services, photo and video gallery, green living, social media, and information about the developer

4. SOCIAL MEDIA MASHUP

Pulls in feeds from Facebook, Twitter, Instagram, and the property blog

Each property develops its own social ecosystem to invoke a sense of community and encourage resident interaction
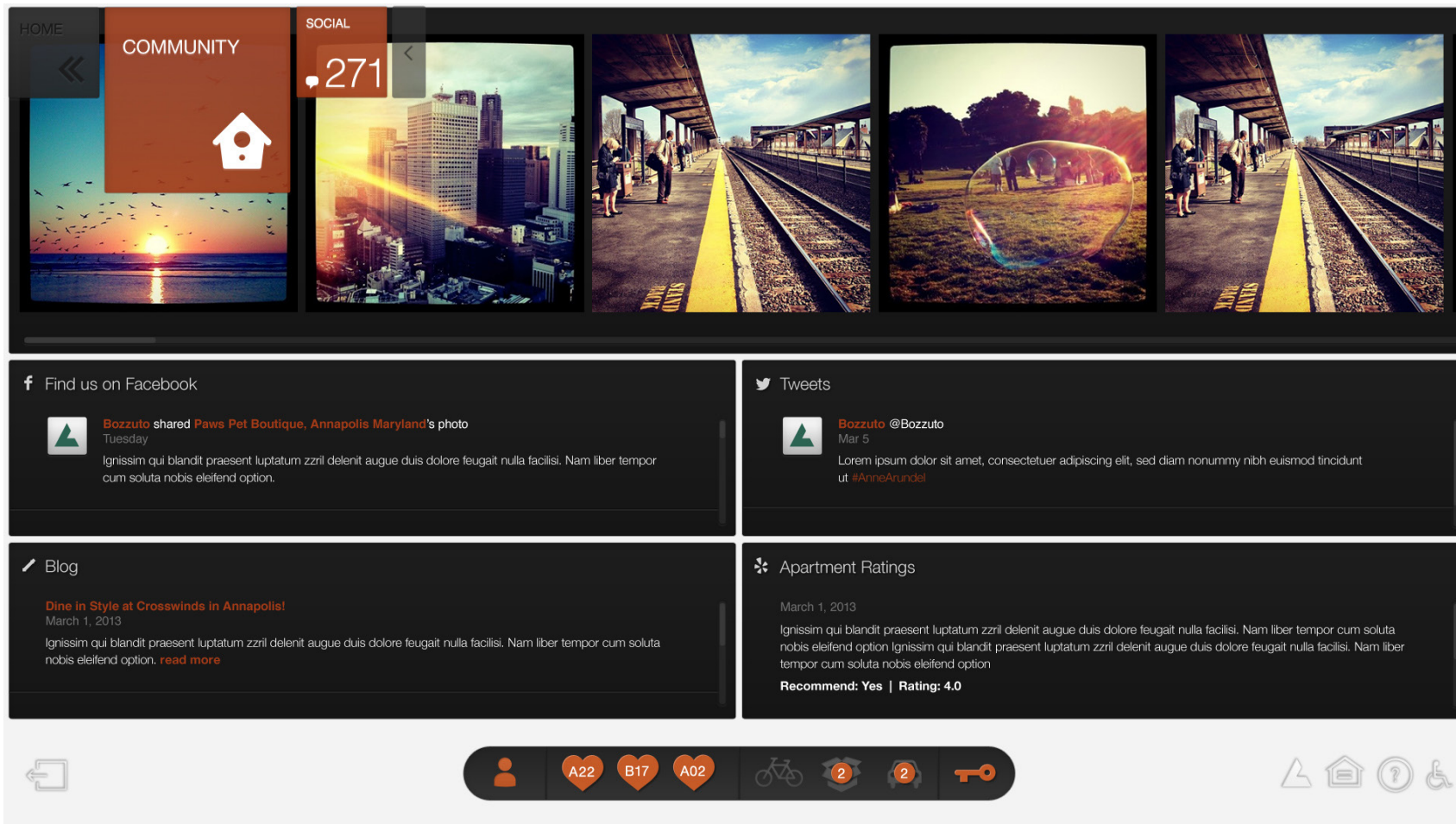
5. APARTMENT SEARCH

Tap-to-search functionality allows users to search by move-in date, number of bedrooms, rent, or location within the building

All search criteria are set and updated real-time through a feed from Yardi or MRI

6. UNIT DETAIL

Provides details about a select unit in an interactive and fun manner, including a lifestyle oriented furniture arranger, multi-touch zoom, and drag and drop profile customization

Showcases unit finishes, location in building, and other featured content

7. USER PROFILE AND EMAIL

Displays saved floor plan, amenities, and photo preferences

All saved information is immediately emailed to the user

User also has option to send saved information to their phone or print on demand

All guest information is transferred to Lead2Lease for leasing staff reference

WEB APP FOR USE ON IPADS AND ANDROID TABLETS

The kiosk program is accompanied by a coordinating app that provides the prospect with a seamless user experience

The app includes much of the same content as the full kiosk program but is formatted for portable use while prospects are waiting or during tours

Web application can be used on Apple iPads or Android tablets offering greater flexibility than a standard app

User can access saved information remotely via the web app