PAPER CRANE STUDIO

DEMO WEBSITE · REAL ESTATE

Websites that sell homes before the site visit

A demo website we built for a home builder, to show what Paper Crane Studio can make for yours.



THE DEMO

Soorya Builders & Developers, our demo brand



We invented a family-run Bengaluru builder and built its complete website: apartments, villas, joint development and interiors.

Every section is real and working, so you can see exactly what your buyers would see.

1
page, start to callback

9
sections

12
interactive features

2:08
showcase film

THE CHALLENGE

Home buyers decide online, long before the site visit

01

Every builder site looks the same

Stock renders, a brochure PDF and an enquiry form. Nothing a buyer remembers.

02

Trust is claimed, not shown

“Quality construction” means nothing without proof of what goes into the walls.

03

Enquiries arrive without context

Sales teams call back without knowing which project, flat or budget the buyer wants.

OUR APPROACH

Show the build, not just the flats

One page that walks a buyer from first impression to callback request.

01

Story

A scroll-driven hero that follows a home from Bhoomi Pujan to Griha Pravesh.

02

Proof

A wall cross-section, a five-stage build timeline and real move-in stories.

03

Tools

Project map, live flat availability, Vastu floor plans and an EMI calculator.

FEATURE 01 · STORY

A scroll-driven hero

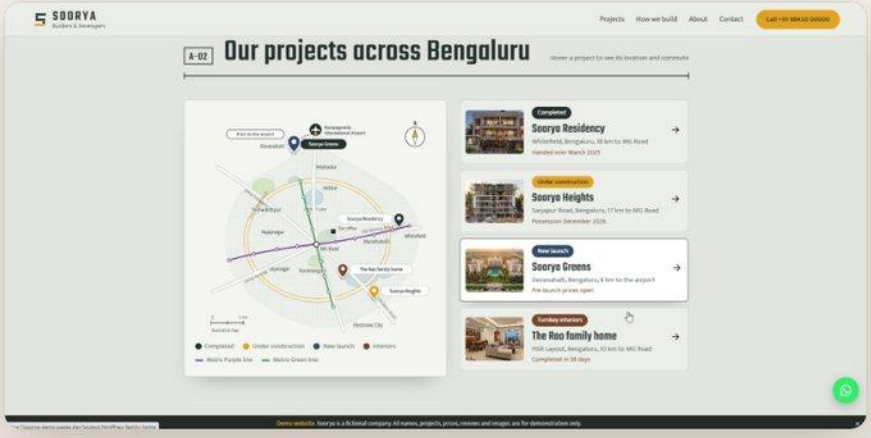


As visitors scroll, one home rises frame by frame: ground-breaking, foundation, structure, finishing, handover.

The first ten seconds tell the builder's whole story, without a single paragraph.

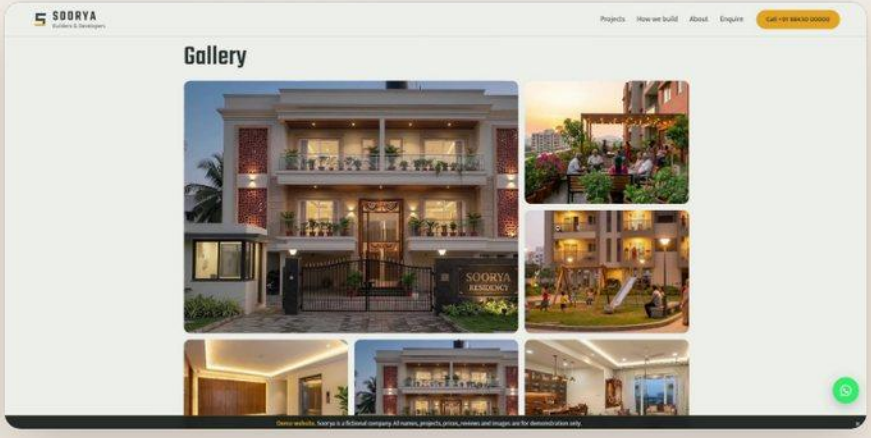
FEATURE 02 · EXPLORE

Every project, one map away



Interactive project map

Projects pinned across Bengaluru, filtered by status and metro line.

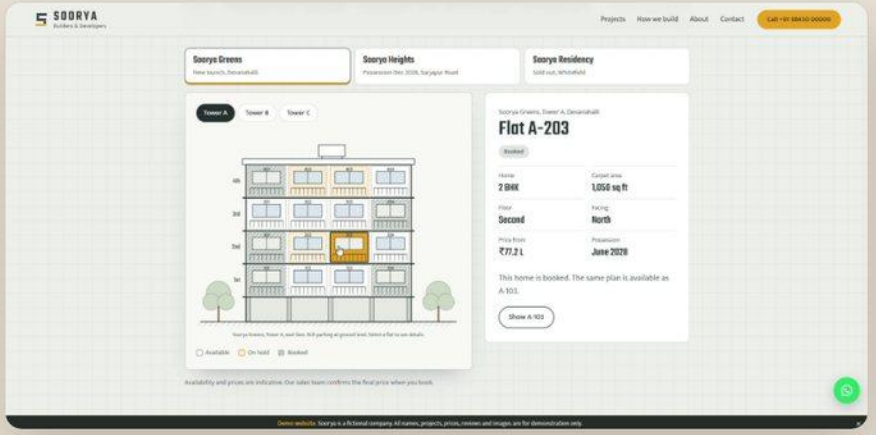


Rich project pages

Gallery, amenities, specifications and what's nearby, before the site visit.

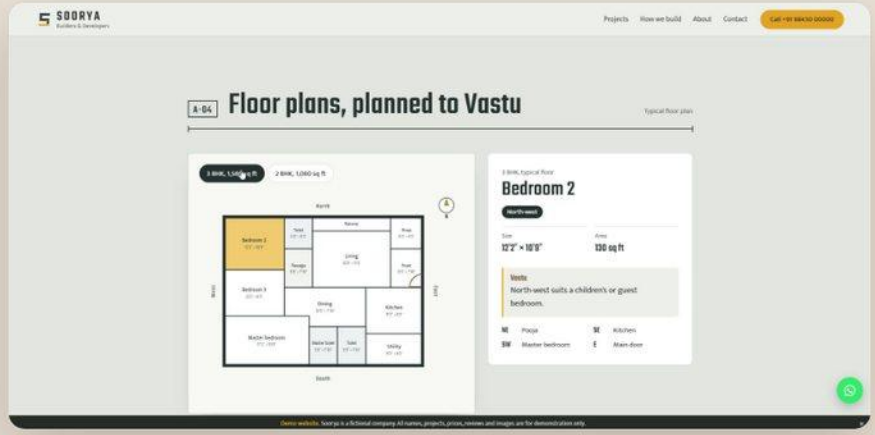
FEATURE 03 · CHOOSE

Pick the exact home, not a brochure



Live flat availability

Pick a tower, tap a flat: size, facing, floor, price and status at once.

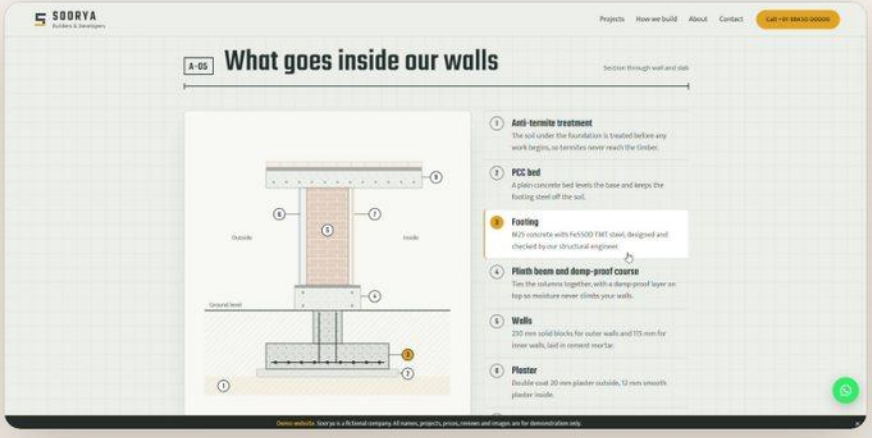


Vastu floor plans

Tap any room for its dimensions and Vastu direction.

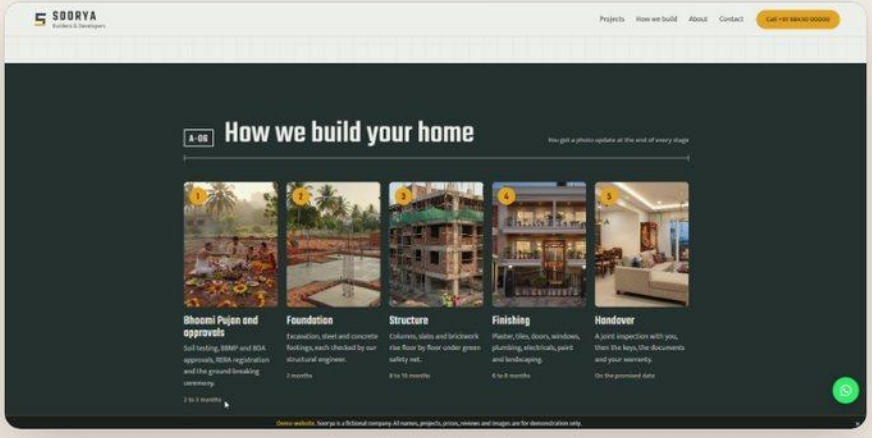
FEATURE 04 · PROOF

Make construction quality visible



What goes inside our walls

A layer-by-layer cross-section, from anti-termite treatment to plaster.

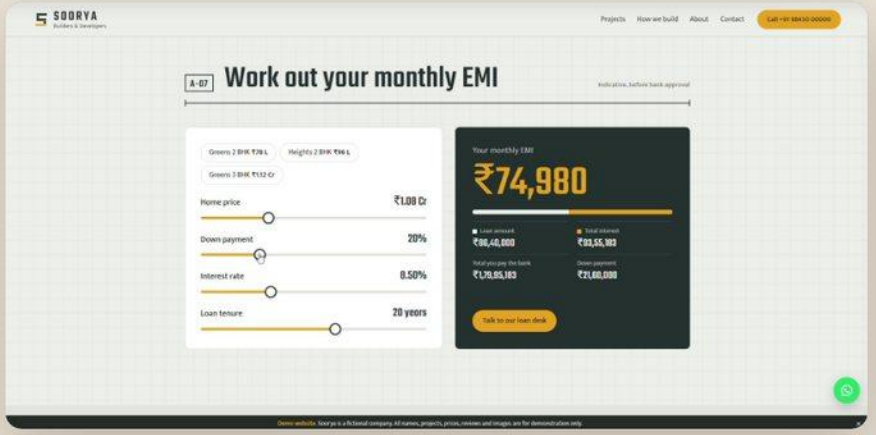


How we build your home

Five stages, from Bhoomi Pujan to handover, each with an honest timeline.

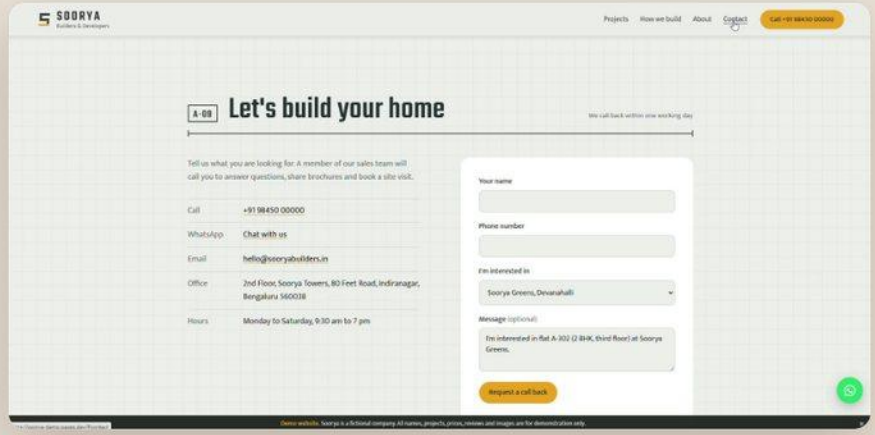
FEATURE 05 · CONVERT

Turn interest into a callback



Live EMI calculator

Slide price, down payment, rate and tenure; the monthly EMI updates instantly.



Callback with context

The form arrives pre-filled with the project and flat the buyer chose.

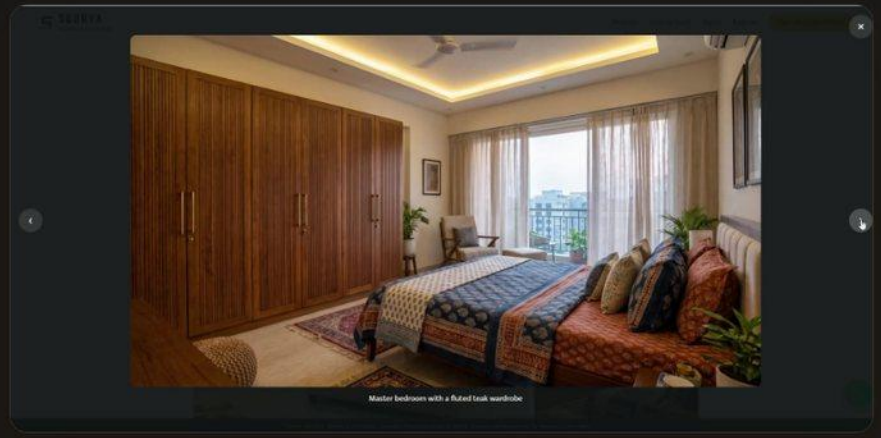
FEATURE 06 · BELONGING

Let families tell the story



Families behind Soorya doors

Move-in stories shown at each family's front door, with the nameplate in frame.



Interiors showcase

Turnkey interior projects told as a family's home, room by room.

WHAT YOU GET

Everything you need to launch

DELIVERABLE	WHAT IT INCLUDES
Website	One-page site built around your projects, live on your own domain
Scroll-story hero	Your build journey, Bhoomi Pujan to Griha Pravesh, told as visitors scroll
Interactive tools	Project map, flat availability, Vastu floor plans, wall cross-section, EMI calculator
Showcase film	A 2-minute walkthrough of your site with explainers and music
Instagram Reels	9:16 cuts ready to post and run as ads

PAPER CRANE STUDIO

LET'S BUILD YOURS

Let's fold something that moves.

Brand, websites, growth, AI tools and live experiences for businesses across India.

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