

ISMA Invest

Corporate property development website with residential project and apartment catalogues

Project type	Property development website
Platform	1C-Bitrix
Integrations	Bitrix24, Flatris
Delivery period	3 months
Project year	2026

1. Project overview

The website presents ISMA Invest, its residential developments, available apartments and purchase options. Users should be able to compare properties, review detailed project information and send an enquiry to the sales team.

Main goals

- Present the company and its residential developments.
- Provide a searchable catalogue of available apartments.
- Show current property data through Flatris.
- Explain purchase and mortgage options.
- Publish news and promotions.
- Send website enquiries to Bitrix24.

2. Website structure

1. Home
2. About
3. Contacts
4. News
5. News Article
6. Promotions
7. Promotion Detail
8. Projects
9. Project Detail
10. Purchase Options
11. Thank You Page
12. 404 Page
13. 1C-Bitrix Administration Area

3. Home page

3.1 Promotional banners

- Two banners with the main value propositions.
- Clear links to the relevant project or enquiry action.

3.2 Apartment catalogue

The catalogue allows users to filter apartments by price, number of rooms and floor area. The displayed availability and property information are provided through Flatris.

3.3 Featured projects

Each project card contains:

- Preview image.
- Project name.
- Main characteristics, including floors, buildings, parking, floor area and available room types.
- Preview of apartment prices.
- Link to the project detail page.

3.4 Mortgage calculator

A mortgage calculator allows users to estimate the loan amount and monthly payment. The final calculation is informational and does not replace an offer from a bank.

3.5 Latest news

- Latest news cards.
- Link to the full News section.

4. Company and information pages

4.1 About

- Company history.
- Company goal.
- Mission.
- Main advantages.

4.2 Contacts

- Contact list.
- Open enquiry form.
- Links to available communication channels.

4.3 Purchase Options

A standard content page explaining available purchase and financing options.

5. News

5.1 News list

Each card contains a preview image, title, publication date and link.

5.2 News article

The detail page contains a main image, title, date and full article content.

6. Promotions

6.1 Promotions list

Each promotion card contains a preview image, title and link.

6.2 Promotion detail

The detail page contains a main image, title, full description and enquiry action where required.

7. Projects

7.1 Projects list

Each project card contains:

- Preview image.
- Project name.
- Main characteristics.
- Apartment price preview.
- Link to the detail page.

7.2 Project detail page

- Hero banner with the project name, characteristics, call to action and completion date.
- Interactive apartment availability grid.
- About the development.
- 360-degree panorama.
- Open enquiry form and downloadable PDF presentation.
- Project advantages.
- Storage and parking options.
- Commercial units.
- Location and nearby social infrastructure.
- Repeated enquiry action at the end of the page.

The project page should keep the main sales information and enquiry actions visible without forcing the user to return to the catalogue.

8. Flatris integration

Flatris provides apartment and property data used by the catalogue and project detail pages.

- Retrieve projects, buildings, units, prices and availability where supplied by the service.
- Use Flatris data for the apartment filter and interactive availability grid.
- Open the correct apartment or unit information after selection.
- Do not present unavailable units as available.
- Handle empty or failed responses without breaking the page.
- Cache data where required without showing outdated availability as current.

9. Forms and Bitrix24

Contact and project enquiry forms should validate required fields before submission. After a successful submission, the user is redirected to the Thank You Page.

- Send form submissions to Bitrix24.
- Map website fields to the agreed CRM fields.
- Include the selected project or apartment and the source page where available.
- Create a CRM record only after successful validation.
- Do not show a false success message if the CRM request fails.

10. Shared interface elements

Header

- Logo.
- Main navigation.
- Contact details.
- Primary enquiry action.

Footer

- Page links.
- Social media links.
- Contact details.
- Copyright information.
- Developer credit where approved by the client.

11. Service pages

11.1 Thank You Page

Displayed after a form has been submitted successfully. The page confirms receipt and provides a clear next action.

11.2 404 Page

Displayed for removed or non-existent URLs. It should return the correct 404 status and provide a way back to the website.

12. Content management

The client team should be able to manage the main content through 1C-Bitrix without editing code.

- Manage projects, news and promotions.
- Update company and purchase information.
- Upload project presentations.
- Update banners, contacts and standard page content.
- Review integration settings available to authorised administrators.

13. Technical requirements

- CMS: 1C-Bitrix.
- PHP 8.1 or a compatible version supported by the selected 1C-Bitrix release.
- Apache 2.0 or later.
- MySQL 5.6 or a compatible supported version.
- HTTPS enabled in production.
- Responsive layout for desktop, tablet and mobile screens.
- Current versions of Chrome, Edge, Firefox and Safari.

Text, images, project presentations and other source materials are supplied by the client. The private content storage link is intentionally excluded from this public document.

14. Acceptance checklist

- ☐ All approved pages and sections are available.
- ☐ The website works correctly on desktop, tablet and mobile screens.
- ☐ The apartment filter returns results matching the selected parameters.
- ☐ Flatris data is displayed correctly in the catalogue and availability grid.
- ☐ Unavailable units are not shown as available.
- ☐ Project presentations open or download correctly.
- ☐ Required form fields are validated.
- ☐ Successful form submissions create the agreed record in Bitrix24.
- ☐ The Thank You Page opens after successful submission.
- ☐ Non-existent URLs return the 404 Page and the correct HTTP status.
- ☐ The agreed content can be managed through 1C-Bitrix.

15. Functional reference

Mortgage calculator: calcus.ru was provided as a functional reference for the mortgage calculation flow. Its design and content are not intended to be copied.

This document describes the agreed website scope at a portfolio level. Credentials, budgets, internal contacts and other confidential project information are intentionally excluded.