

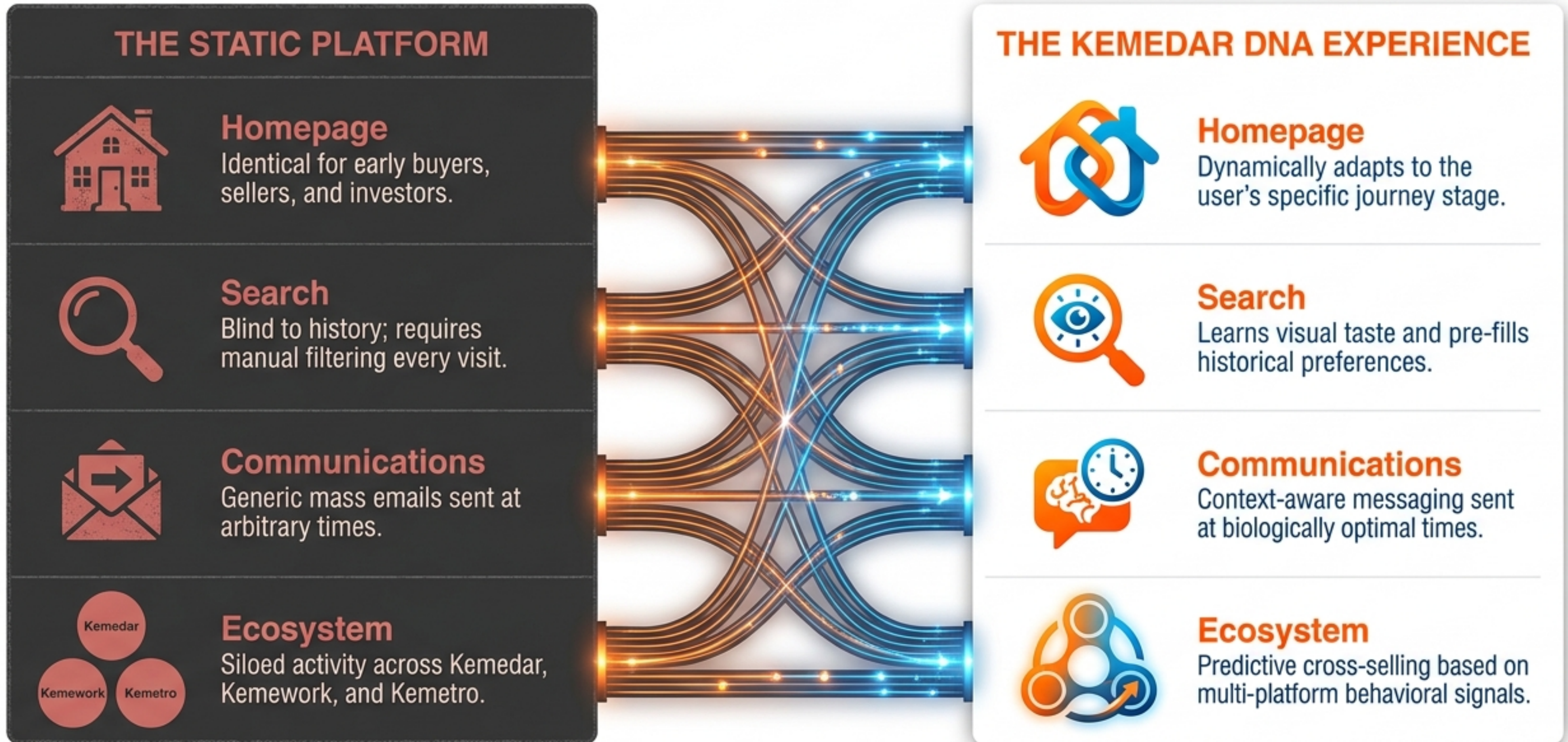


Kemedar DNATM

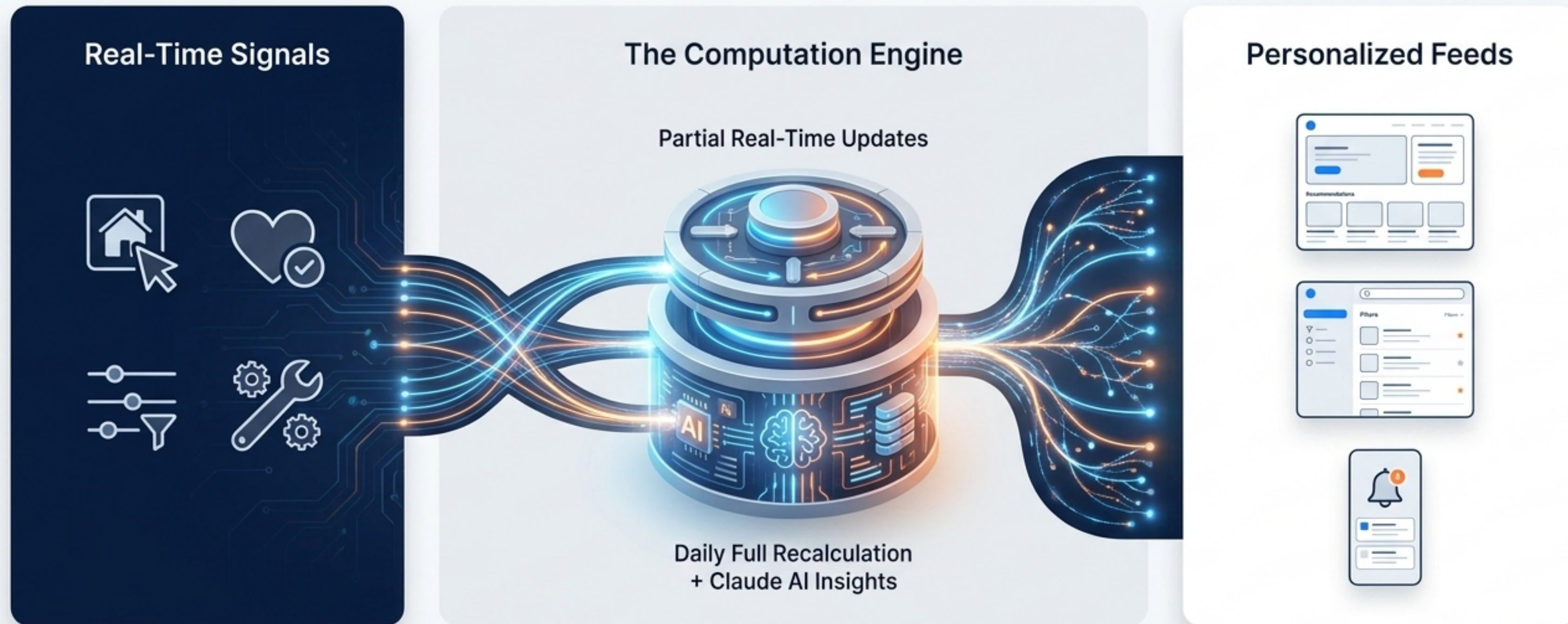
The Platform-Wide AI Personalization Engine

Transforming a static real estate utility into
an adaptive, behavioral data moat.

The Static Platform Trap



Anatomy of the Intelligence Engine

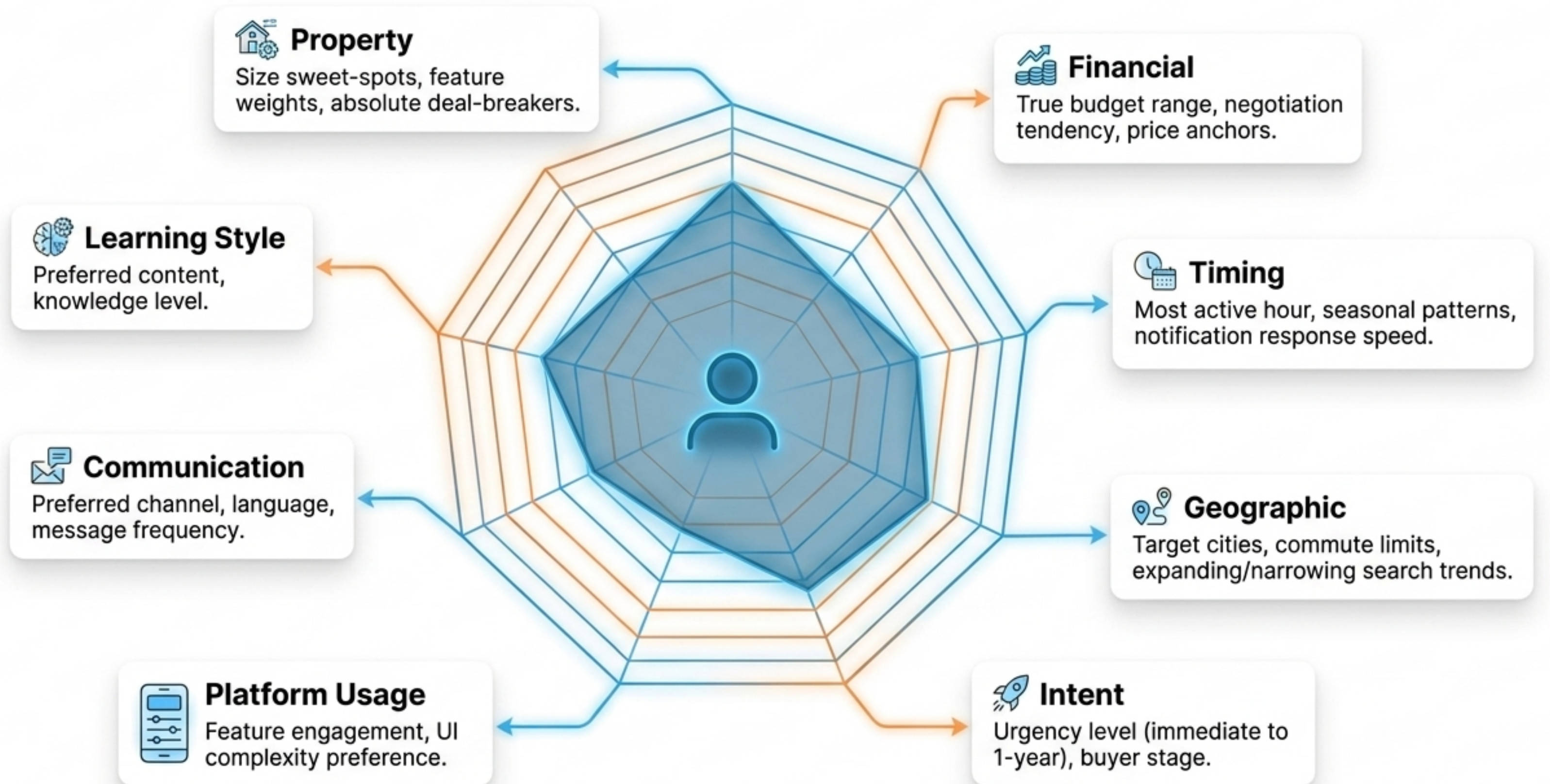


Every click, swipe, and search is instantly captured as a DNASignal.

High-impact signals trigger real-time UI updates. Nightly batch processing recalculates total profiles and runs Claude AI insights.

The Engine serves ranked, personalized JSON arrays directly to the platform's presentation layers.

The 8 Dimensions of User DNA



Signal Gravity & Time Decay

Gravity Scale

Offer Made (5x Weight)
Immediate, massive shift in profile intent.



Property Saved (3x Weight)
Strong indicator of specific taste and budget.



Search Performed (1.5x Weight)
Gentle nudge toward geographic preferences.



Property Ignored (<10s) (-0.5x Weight)
Active penalty for irrelevant property types.



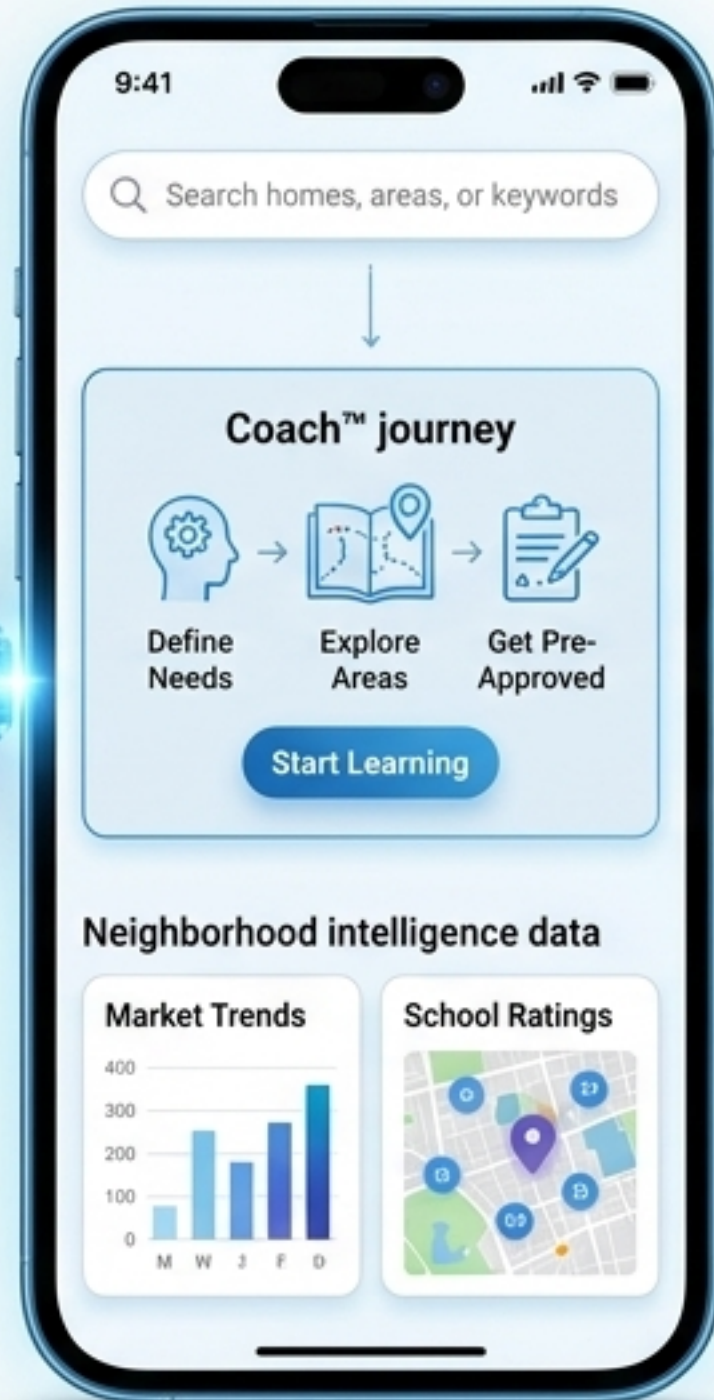
Time Decay Curve

User Profile

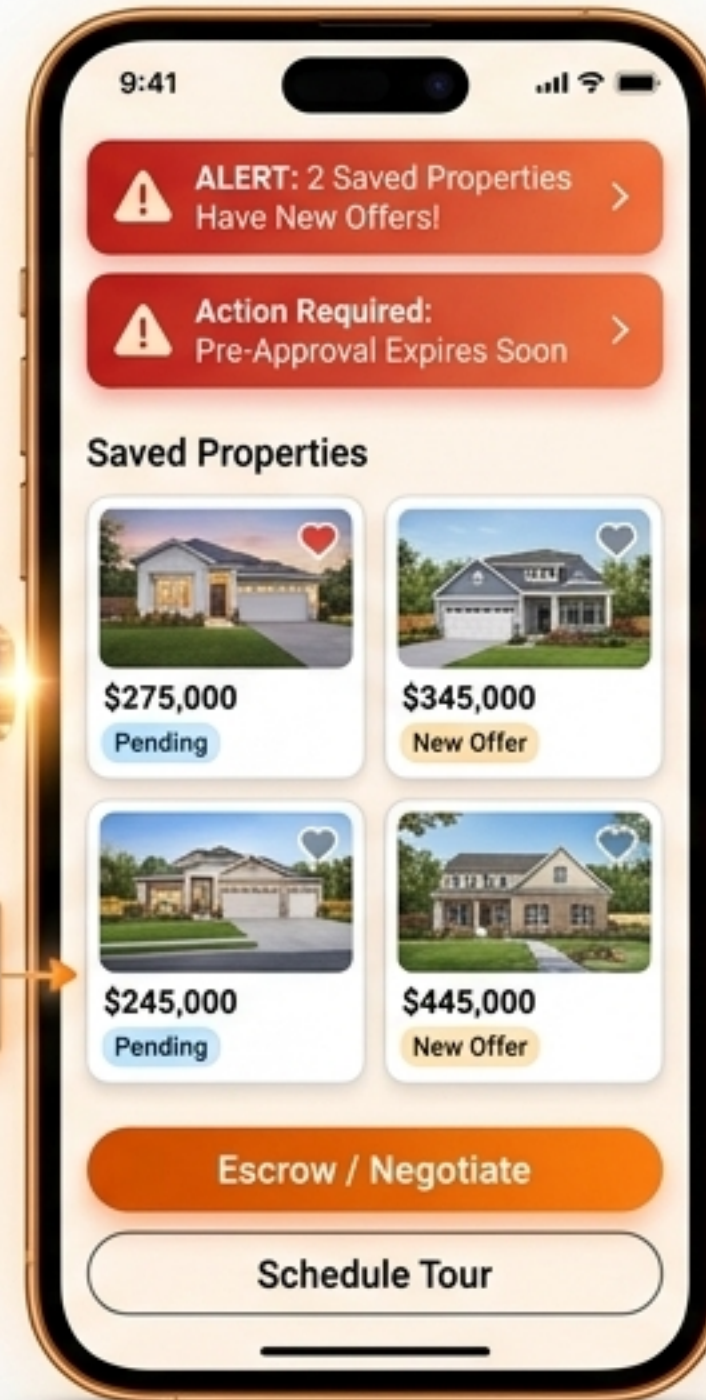


Surface 1: The Shape-Shifting Homepage

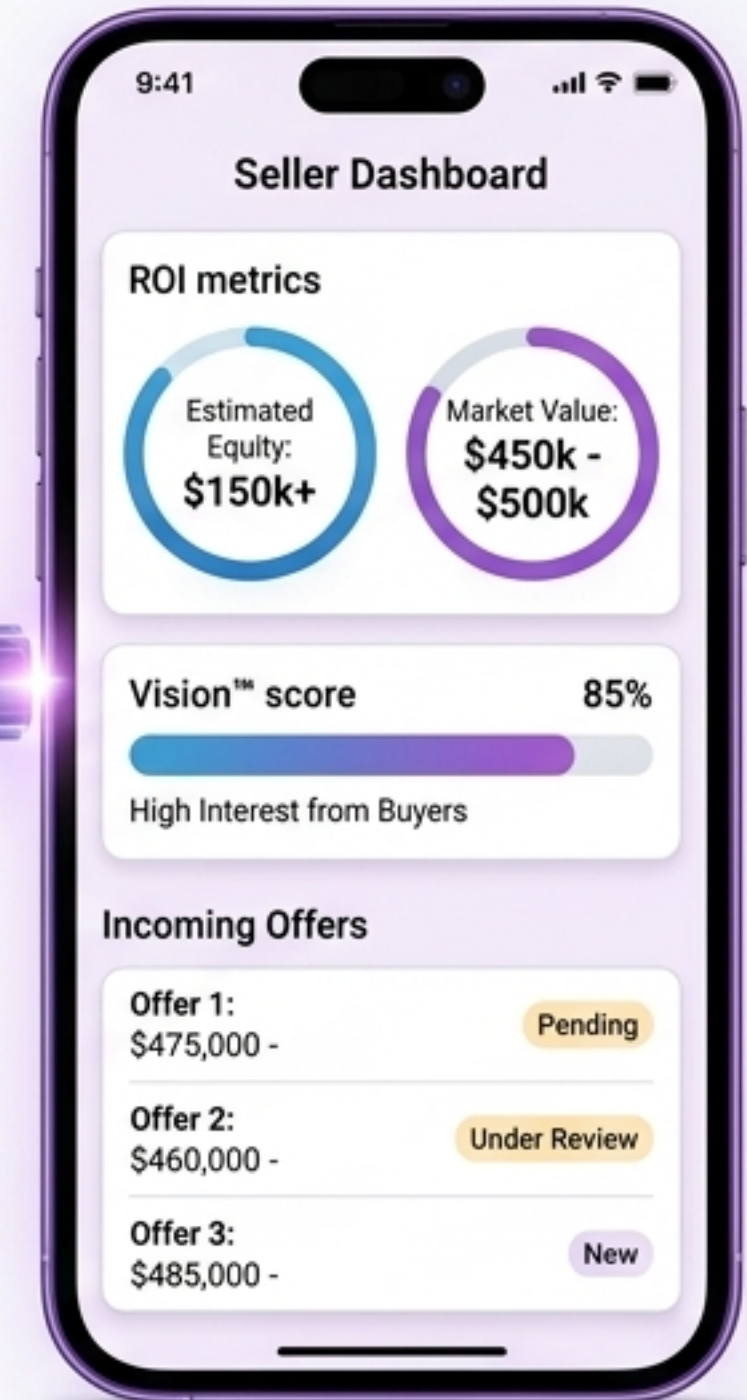
The Early-Stage Buyer



The Decision-Stage Buyer



The Seller



Surface 2: Predictive Search & Ranking

Pre-Filled Filters

Filters auto-set from your history: Budget 1.5M-2.5M, New Cairo, 3BR.

Search properties, areas...

Budget: 1.5M-2.5M >

Location: New Cairo >

Beds: 3BR >

More Filters



Luxury Villa, New Cairo, Tagamoa

\$2,500,000

5 Beds, 4 Baths, 500m²

Best Match for You



Viewed 3 days ago

Luxury Villa, New Cairo, Tagamoa

\$1,800,000

5 Beds, 4 Baths, 500m²

Price dropped since last view

Smart Suggestions

Looking for something else? Try [Area X] – similar properties at lower prices.

Smart Suggestions

Looking for something else? Try [Area X] – similar properties at lower prices.

Explore Area X



Viewed 3 days ago

Town house, New Cairo, Tagamoa

\$1,800,000

5 Beds, 4 Baths, 500m²

Smart Ranking

Properties are dynamically re-ordered. Top results are scored against the user's 8 DNA dimensions.

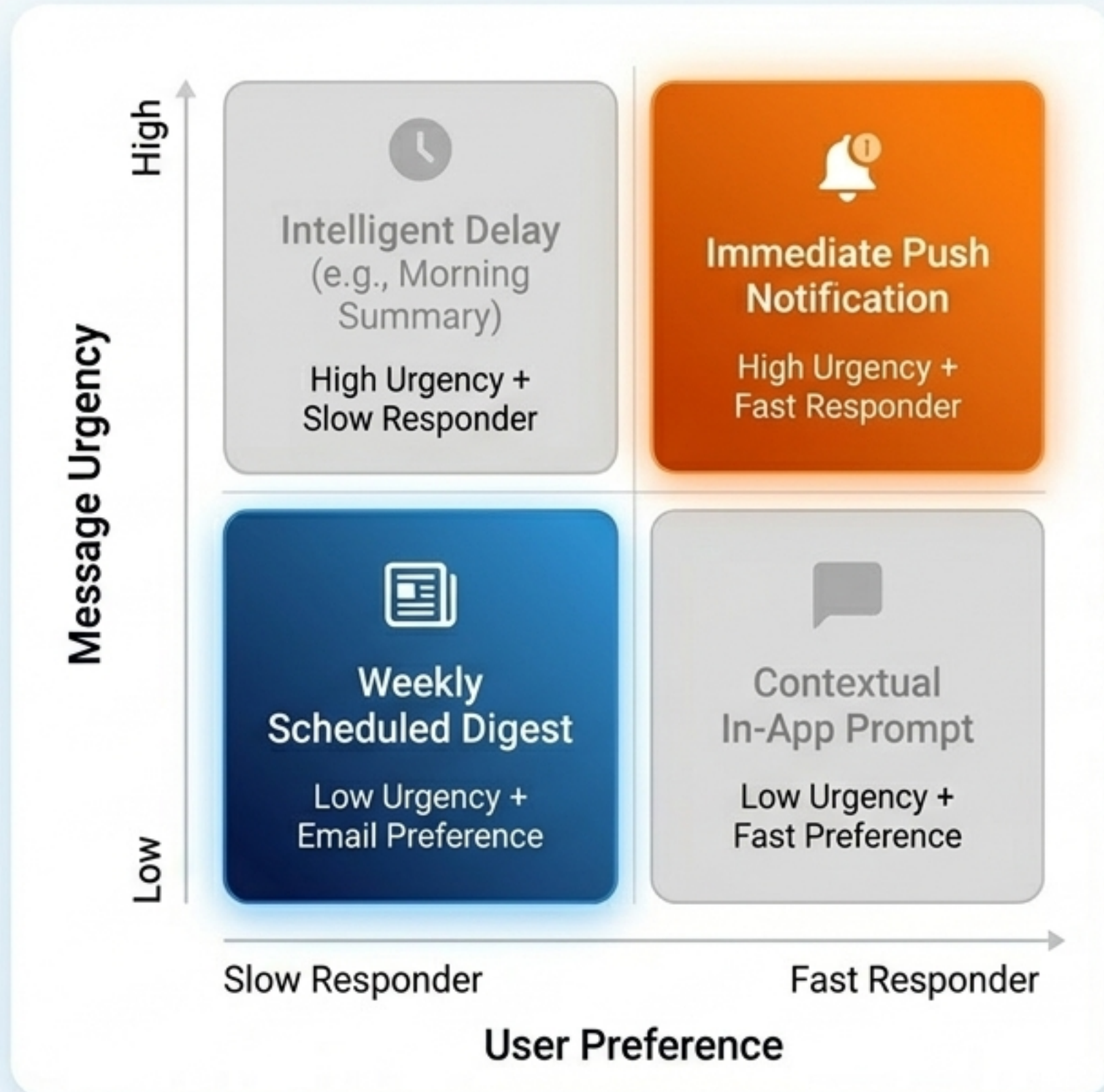
Context Labels

Best Match for You

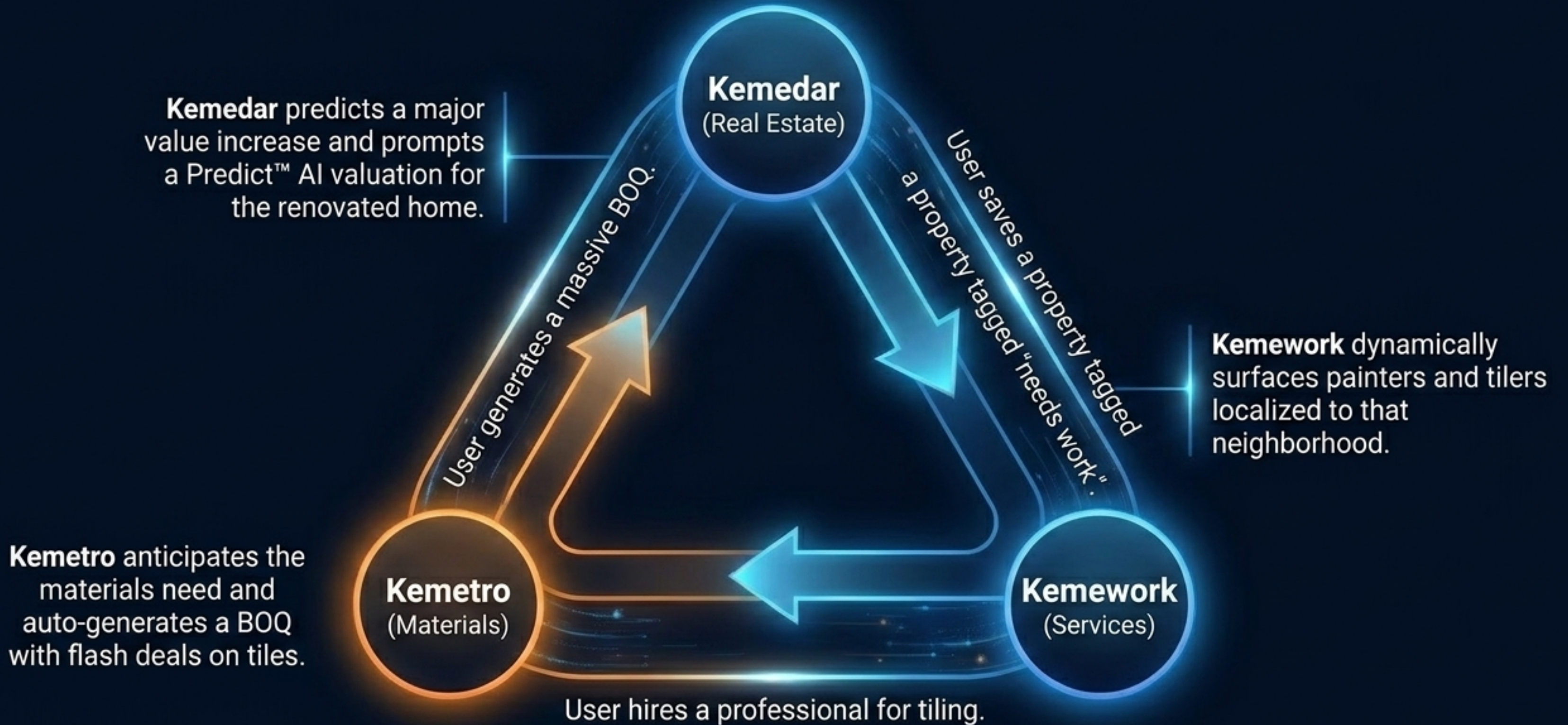
Viewed 3 days ago

Price dropped since last view

Surface 3: Hyper-Contextual Communications



Ecosystem Synthesis: The Cross-Module Moat



Trust by Design: Total Transparency

Completeness Meter

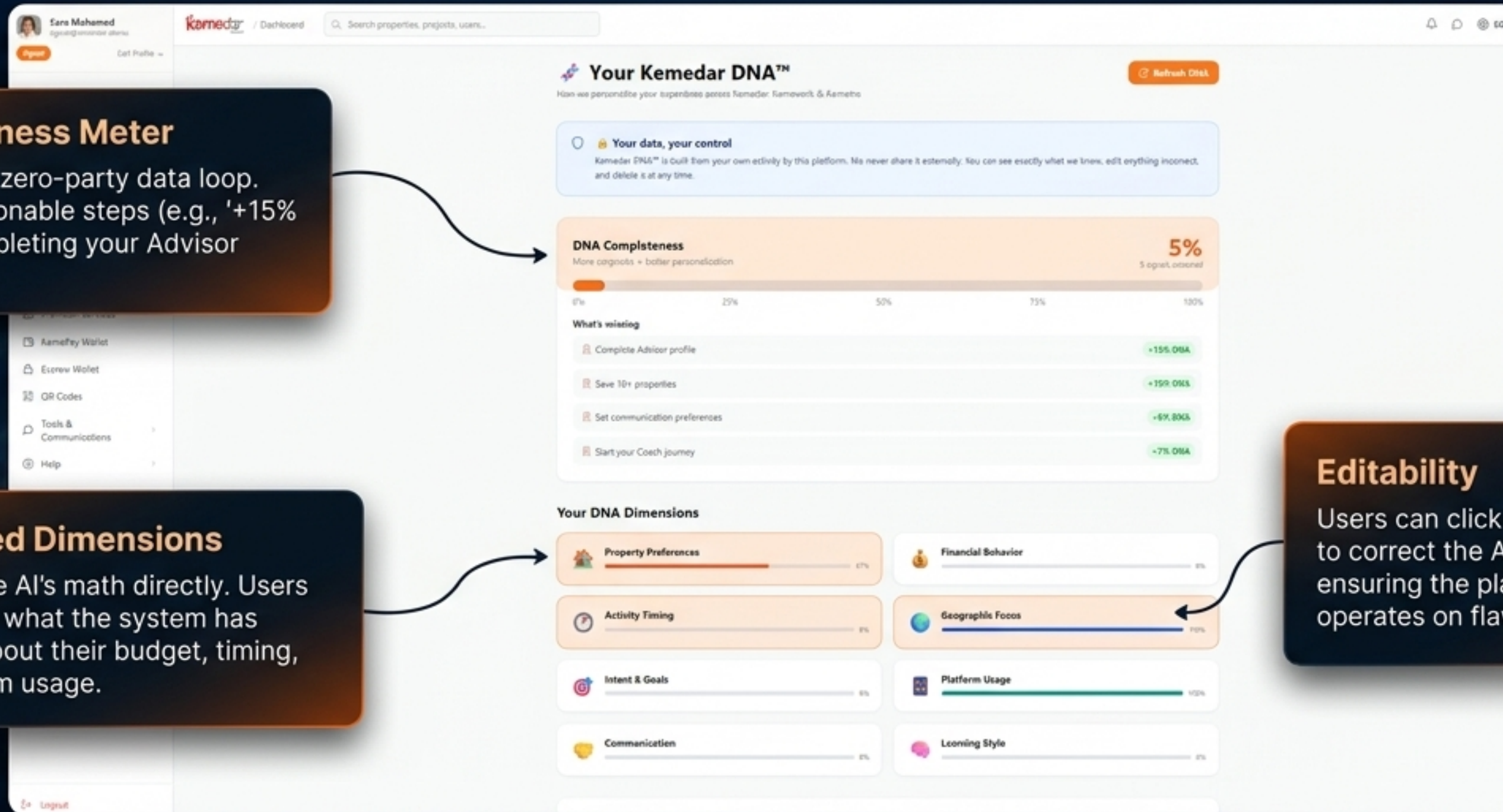
Gamifies the zero-party data loop. Prompts actionable steps (e.g., '+15% DNA for completing your Advisor profile').

Visualized Dimensions

Exposes the AI's math directly. Users see exactly what the system has deduced about their budget, timing, and platform usage.

Editability

Users can click into any dimension to correct the AI's assumptions, ensuring the platform always operates on flawless data.



Unprecedented User Control

Exposed AI Predictions

The dashboard openly shares the AI's internal flags—showing the user their calculated buyer stage and their churn risk profile.

AI Predictions About You

Not Yet
Likely to purchase in...

Awareness
Eucor stage

High
Churn risk

First Visit
Next flag action

Privacy Settings

Control how your DNA is used across the platform

What we use your DNA for:

Homepage content personalization

Search result ranking & pre-filled filters

Notification timing optimization

Coach™ content adaptation

Property matching & ranking

Reset Options:

Reset Property DNA

Reset Communication DNA

Delete All My DNA

Granular Application Toggles

Users choose exactly where their DNA is active. They can turn on Search Result Ranking while disabling Homepage Personalization.


The Reset Button

The ultimate safety net. Users can wipe specific dimensions instantly or delete their entire behavioral history from the platform.


Actionable Advice via Claude AI Integration

The system runs nightly JSON payloads of user signals through Claude to generate human-readable, proactive advice.


Pattern Detected

 You're Most Active on Fridays. We will schedule your most important notifications for Friday evenings when you're most likely to act.

Opportunity

 Your Target Area Has New Listings. 3 new properties in New Cairo match your exact preferences—none of which you've seen yet.

Heads Up

 Your Budget May Be Limiting You. Properties at the top of your budget are currently selling in < 7 days. Consider increasing your range by 10%.

The Global Command Center

Macro-Level Monitoring

Track global DNA completeness, daily signal volume, and real-time shifts in buyer intent across the platform.



Churn Risk Monitor

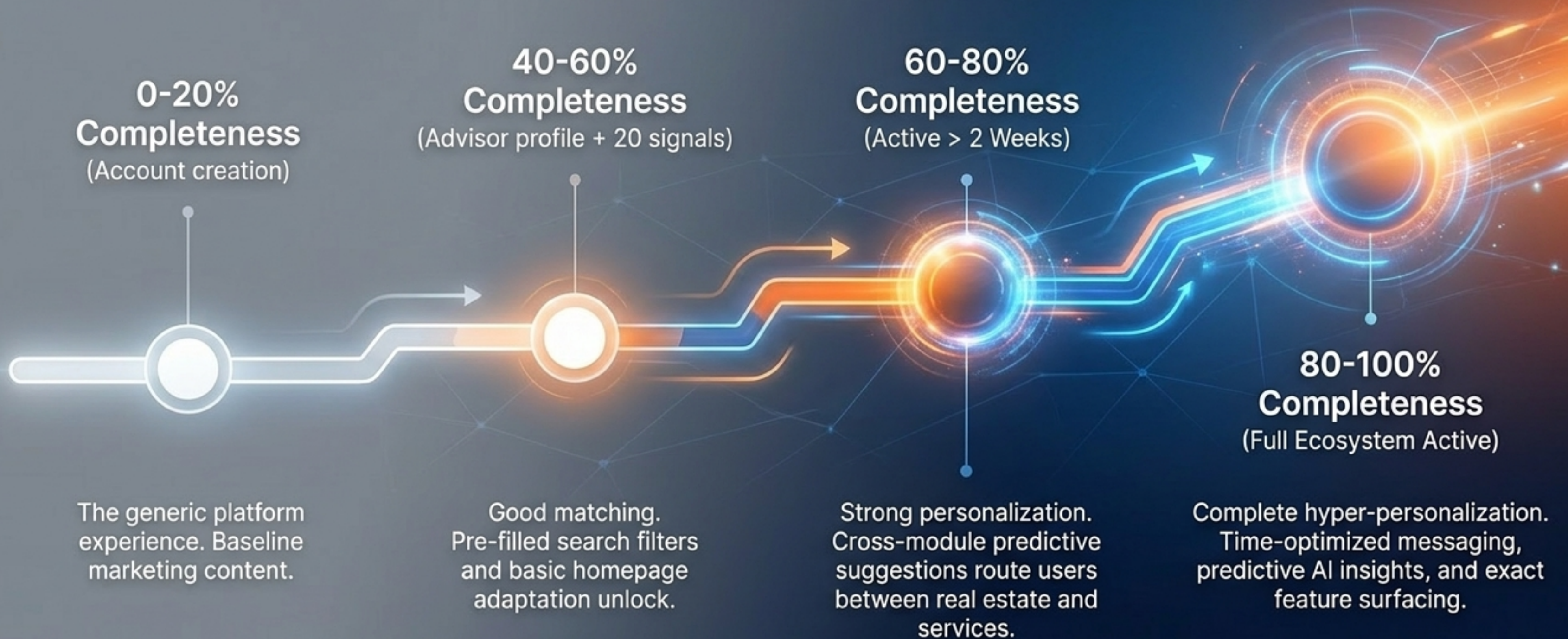
Proactively identify and engage high-value users who are predicted to abandon the platform based on behavioral decay.

Personalization Rule Builder

Allow operators to set complex trigger conditions to launch specific UI components or A/B test content.

```
IF intentDNA.urgencyLevel = 'immediate'  
  AND financialDNA.kycLevel = 'full'  
  ...
```

The Compounding User Experience



The Bottom Line: A Defensible Business Moat

+45%

Homepage
Click-Through Rate

+35%

Search Relevance
Save Rate

+60%

Notification
Open Rate

+50%

Cross-Module
Ecosystem Adoption

+35%

30-Day Platform
Retention

Kemedar DNA is not just a feature. It is a compounding competitive moat built on proprietary behavioral data that competitors cannot copy without years of active user history.