

Accelerating Multi-Property Website Design with AI and Figma

How QBurst delivered an end-to-end Design as a Service (DaaS) methodology powered by Figma and AI automation for a US-based real estate giant by establishing a white-label design framework that compresses multi-property website launch timelines from weeks to days.

Overview

QBurst built a unified, scalable white-label foundation to power the client's multi-property residential portfolio.

- **69% Design Cycle Reduction**
Compressed End-To-End Design Effort From 4.5 Weeks To 1.4 Weeks Using AI-Assisted Figma Workflows.
- **Rapid Requirements Turnaround**
Accelerated BRD And User-Story Generation From Several Days To Under One Hour With A 95% Initial Accuracy Rate.



Client Profile

A major enterprise in the US real estate industry, the client manages an extensive portfolio consisting of over 50 individual property websites and digital assets across diverse regional markets.

CHALLENGES

Fragmented Digital Presence and Slow Launch Cycles

A Major Enterprise In The US Real Estate Industry, The Client Manages An Extensive Portfolio Consisting Of Over 50 Individual Property Websites And Digital Assets Across Diverse Regional Markets.



Inconsistent Brand Identity

Disparate Technology Platforms Across Residential Assets Led To Fragmented User Experiences And Poor Brand Governance.



High Development Costs

Accelerated BRD And User-Story Generation From Several Days To Under One Hour With A 95% Initial Accuracy Rate.



Protracted Time-To-Market

Compressed End-To-End Design Effort From 4.5 Weeks To 1.4 Weeks Using AI-Assisted Figma Workflows.



Inefficient Design-To-Dev Handoff

Accelerated BRD And User-Story Generation From Several Days To Under One Hour With A 95% Initial Accuracy Rate.

Figma-Centered Design As A Service (DaaS)

We delivered this through DaaS (Design as a Service)—an AI-assisted design methodology built end-to-end around Figma. The workflow operates in two parallel branches that converge into Figma Make.



Branch One (Requirements & User Stories)

Transformed the client's inputs—an Excel spreadsheet listing 15 required screens, plus reference websites—into a structured Business Requirements Document and approximately 25 user stories. AI-generated and reviewed by human designers, the BRD was produced in under one hour, with roughly 95% of the acceptance criteria needing no significant modification, compared with the several days typically needed for a traditional exercise.



Branch Two (Design Recipe)

Running in parallel, produced a Design Recipe—a structured design language covering typography, color palettes, spacing rules, iconography, accessibility guidelines, responsive layout principles, and brand direction. This branch synthesized competitor analysis with the client's brand guidelines to establish the visual and interaction rules that would govern every screen downstream.



Convergence & Automated Generation

The two branches merged into a single Universal Design Language Document—the backbone for a comprehensive prompt fed directly into Figma Make. Rather than generating screens one at a time, the entire website was produced in a single pass, ensuring a consistent design language and shared visual hierarchy across all 15 screens.



Designer Review & Refinement

Figma Make's first-pass output was approximately 70% production-ready from a structural perspective. It reliably delivered strong page layouts, visual hierarchy, component placement, and navigation structures. From there, designers imported the generated screens into Figma Design for comprehensive review—using Auto Layout, Components, Variables, Styles, and Prototypes to refine spacing, standardize reusable elements, sharpen brand expression, expand component variants (accelerated further by AI Agents), and polish interaction details. Shared header and footer components anchored the reusable architecture.



Downstream Developer Handoff

When development began, engineering pulled the finalized Figma designs and Figma Make's generated code into the build pipeline via Figma's MCP, converting approved screens into live website code with minimal manual reconstruction. Combined with AI-assisted coding tools, the development team used downstream — this enabled implementation to start earlier and reduced clarification cycles compared to a traditional handoff.

Technical Highlights

01

Figma Make & Design Integration

Utilized Figma Make For Prompt-Based Layout Generation And Figma Design For Visual System Governance.

02

Design Token Governance

Structured Reusable Header/Footer Component Architectures, Auto Layouts, And Variables Within Figma For Cross-Property Reuse.

03

Model Context Protocol (MCP) Extraction

Extracted Approved UI Structures And Tokens Directly Into Live Website Code Via Model Context Protocol Integrations.

Combining AI-assisted design with Figma compressed a five-week design process into just one and a half weeks, enabling faster delivery while maintaining design consistency.

IMPACT

Accelerated Delivery and Operational Efficiency

The DaaS framework delivered significant time and cost efficiencies across design and engineering cycles:

- **69% Design Cycle Reduction:** Compressed end-to-end design efforts from 4.5 weeks (180 hours) down to 1.4 weeks (56 hours).
- **70% First-Pass Structural Readiness:** Achieved high initial output quality from Figma Make, requiring minimal structural rework.
- **Rapid Client Iterations:** Reduced client-initiated change resolution times from several days down to 1-2 hours.
- **Eliminated Development Friction:** Provided developers immediate access to live visual specs and generated code, minimizing handoff clarification cycles.
- **Scalable Delivery Model:** Expanded beyond the initial engagement to multiple follow-on projects and an active pipeline spanning 150+ properties, laying the foundation for Qatalyst Estates, a standardized real estate deployment platform.

The Figma-powered approach provided a scalable model for streamlining design-to-code workflows across enterprise use cases.