

OpenReal UI/UX Design Brief

Design direction and build-ready guidance for the OpenReal web app UI. Reference aesthetic: Vesta platform. Brand: OpenReal only.

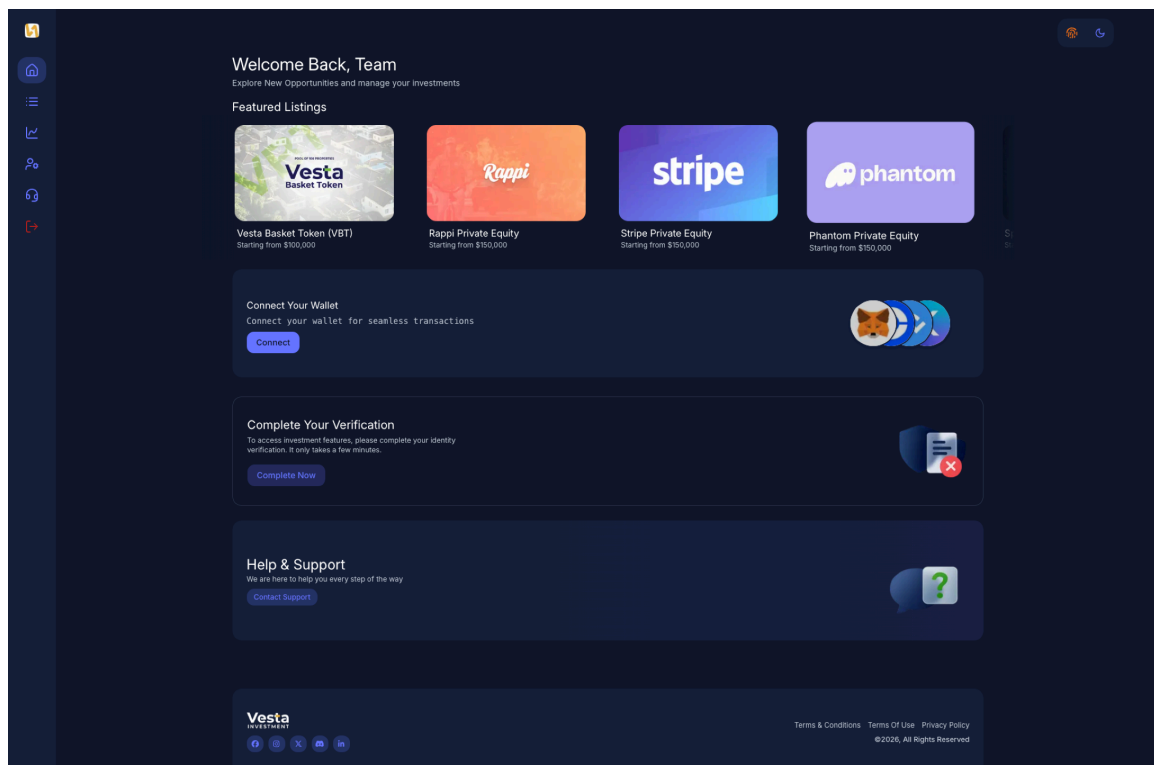
Version: Final design brief for UI/UX execution


Date: 2026-01-26

1. Purpose

This document tells your UI/UX designer exactly how OpenReal must look, feel, and behave. Designers must follow the existing product structure and content rules. They must not invent new features, change page meaning, or add transactional capabilities beyond the defined flows.

<https://app.vesta-investment.com/auth/login>





Home

Invest


Portfolio

Market

Tools

Help

Our Listings




Tokenized Equity

Rental

Vesta Basket Token (VBT)

Starting from \$100,000

Rental Income + Capital Growth




Private Equity

Rental

ABV Bavaria South Portfolio

Starting from \$150,000

128+ Units Across 8 Premium Properties




Private Equity

Operational Revenue

HPC AI Data Center

Starting from \$150,000

NVIDIA Blackwell Platform Ready



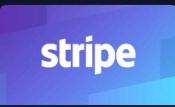
Private Equity

Hospitality Revenue

Marina Viora

Starting from \$150,000

Albania's First World-Class Marina



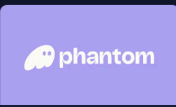
Private Equity

Dividends

Stripe Private Equity

Starting from \$150,000

273% Return Since Entry



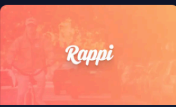
Private Equity

Dividends

Phantom Private Equity

Starting from \$150,000

Multi-chain Wallet (Solana, BTC, ETH, Base)




Private Equity

Dividends

Rappi Private Equity

Starting from \$150,000

LatAm's Super App with Delivery, Payments, Travel







Tokenized Equity

Capital Appreciation

SpaceX

Starting from \$150,000

Founded 2002



Vesta

Private Equity

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Marina Viora

in Vlorë, Albania, Albania



€350M Investment Volume 38% Visitor Growth 54% Accommodation Increase

What is Marina Viora?

Marina Viora represents fractional ownership in a €350 million mixed-use luxury development in Vlorë, Albania, featuring premium branded apartments with exclusive sea views, Albania's first world-class marina with 438 berths, and two 5-star international hotels. This Mediterranean destination combines luxury living with strategic investment potential and Albania's EU candidacy prospects.

Unlike traditional resort developments, Marina Viora offers a comprehensive luxury ecosystem positioned between the Adriatic and Ionian seas. The development features over 370 hotel rooms managed by global brands, 500 branded apartments, and extensive recreational facilities including a grand spa, infinity pool, and world-class dining establishments.

438 Marina Berths 370+ Hotel Rooms 500 Apartments €350M Investment

Strategic Mediterranean Location

Marina Viora enjoys a prime position in the heart of Vlorë, offering strategic access to capital city connections, main transportation networks, and the new international airport just 2km away. The location provides proximity to UNESCO World Heritage sites including Berat, Butrint, and Gjirokastra, enhancing its appeal to international visitors.

- Strategic Access** — Proximity to capital city, main road networks, marina, and new airport
- Unique Coastline** — Positioned between Adriatic and Ionian seas offering distinctive beach experience
- Transportation Hub** — 2km from new international airport, 120km from Tirana airport
- Regional Connectivity** — Strategic connections to Saranda, Corfu, and Pula
- Cultural Heritage** — Near UNESCO sites and historical landmarks including Narta Lagoon and Zverec Monastery

This opportunity is available by enquiry only.

Due to regulatory or investment requirements, direct purchase is not enabled for this listing. Please visit [Albania Viora](#) to connect with our team for more details and next steps.

Enquire Now



Vlorë, Albania

World-Class Marina & Yacht Facilities

Albania's first world-class marina features 438 berths accommodating yachts and mega yachts with year-round mooring capabilities. The marina represents a significant infrastructure advancement for the region, positioning Viora as a premier Mediterranean yachting destination with comprehensive support services.

The marina's design and capacity rival established Mediterranean destinations while offering competitive pricing and emerging market advantages. The facility's year-round operation capability ensures consistent revenue generation and positions Marina Viora as a key player in the regional luxury marina tourism sector.

Luxury Hospitality & Branded Management

Marina Viora features two 5-star hotels operated by Marriott International, the world's largest hotel company with 38 brands across 141 countries. The hotels offer over 370 opulent rooms with professional management from a global hospitality leader present in over 120 countries with more than 8,000 accommodations worldwide.

- Marriott International** — World's largest hotel company managing premium accommodations
- Global Brand Presence** — International hotel chains with 38 brands across 141 countries
- Luxury Amenities** — Grand casinos, infinity pools, high-end bars and restaurants
- Premium Dining** — Gourmet restaurants offering curated culinary experiences
- Spa & Wellness** — World-class spa facilities and wellness programs
- Event Facilities** — Comprehensive conference and event hosting capabilities

Albania's Real Estate Market Transformation

Albania's real estate sector, particularly in the Southern Riviera, is experiencing significant transformation with major luxury developments including Jovis Real Estate's €28 billion project, the €220M Roper Dunes, and EMAR's €2.3B Durres Marina. These investments demonstrate growing international confidence in Albania's luxury real estate potential.

Tourism accounts for 17% of Albania's 2022 GDP, with the sector experiencing 38% growth in hotel visitors and 48.7% growth in overnight stays. The combination of competitive pricing compared to neighboring luxury destinations and potential EU candidacy within 5-7 years significantly enhances market outlook.

Economic Growth & EU Candidacy Potential

Albania's robust economy demonstrates high growth prospects with favorable EU membership outlook expected within the next 5-7 years. The country has achieved significant economic milestones including USD 1.4B in Foreign Direct Investment (FDI) and substantial increases in tourism infrastructure and visitor accommodation capacity.

- EU Candidacy** — Potential membership within 5-7 years enhancing investment security
- Economic Growth** — 38% visitor growth and 48.7% overnight stay increases
- Infrastructure Boost** — New airport and marinas fueling regional economy amplification
- International Investment** — USD 1.4B FDI demonstrating global investor confidence
- Tourism Expansion** — 54% increase in non-resident accommodation capacity

Architectural Excellence & Design

Marina Viora is designed by the award-winning Belgian studio KAGA - Xavier De Geijer Architects, setting new standards for premium living in the Mediterranean region. The architectural design integrates seamlessly with the natural coastal environment while providing world-class luxury amenities and facilities.

The development features one of the largest promenades in the region, stretching along the sea and connecting to nearby forested areas. This architectural achievement creates a unique blend of urban sophistication and natural beauty, enhancing both resident experience and property values.

Diverse Revenue Streams & Investment Model

Marina Viora generates revenue through multiple streams including luxury hotel operations, branded apartment rentals, marina berth fees, casino operations, and premium dining establishments. This diversification provides stability and growth potential across different market segments and seasonal variations.

- Hotel Operations** — Premium accommodation revenue from international brand management
- Apartment Rentals** — Branded residential units with exclusive sea views
- Marina Services** — Year-round berth fees and yacht services for 438 berths
- Entertainment Revenue** — Casino operations and premium dining establishments
- Event Hosting** — Conference, wedding, and corporate event facilities

Strategic Development Partners

Marina Viora benefits from partnerships with established industry leaders including Bruner Group, Albania's largest construction and building materials company with three decades of success, and BALFIN Group, one of the largest private investment conglomerates in the Western Balkans with operations across ten countries. These partnerships provide comprehensive expertise spanning construction, hospitality management, and international market access. The combination of local market knowledge and global operational standards ensures successful project execution and long-term operational excellence.

Investment Thesis & Market Opportunity

This investment capitalizes on Albania's transformation into a premier Mediterranean destination, supported by significant infrastructure investments, EU candidacy prospects, and growing international recognition. Marina Viora's position as Albania's first world-class marina development provides first-mover advantages in an emerging luxury market.

The combination of competitive pricing compared to established Mediterranean destinations, exceptional natural beauty, and professional international management creates compelling value proposition for both investors and guests. Albania's emerging market status offers substantial appreciation potential as the country integrates with European markets.

For more information about Marina Viora, visit the official website: <https://albania.viora.com/>

Investment Opportunity Global Partnering Exclusive Development EU Candidacy Status

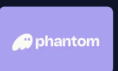
Similar Offerings



NYC AI Data Center
Midtown, New York
From \$10,000



AIY Beaver's South Portfolio
Beaver's South International
From \$10,000



Phantom Private Equity
San Francisco, CA
From \$10,000

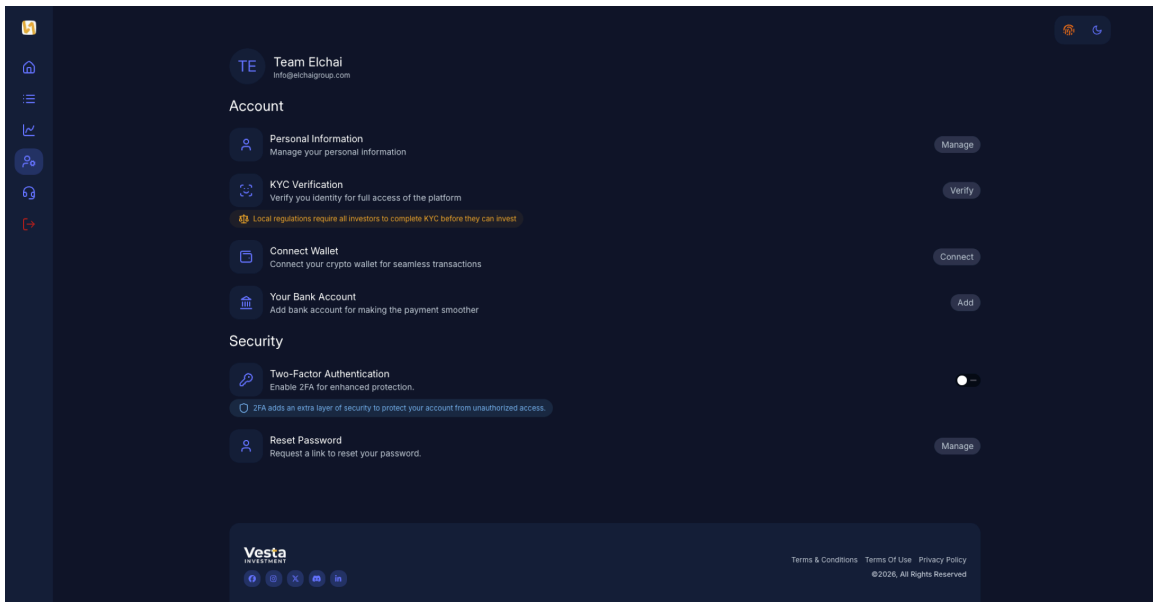
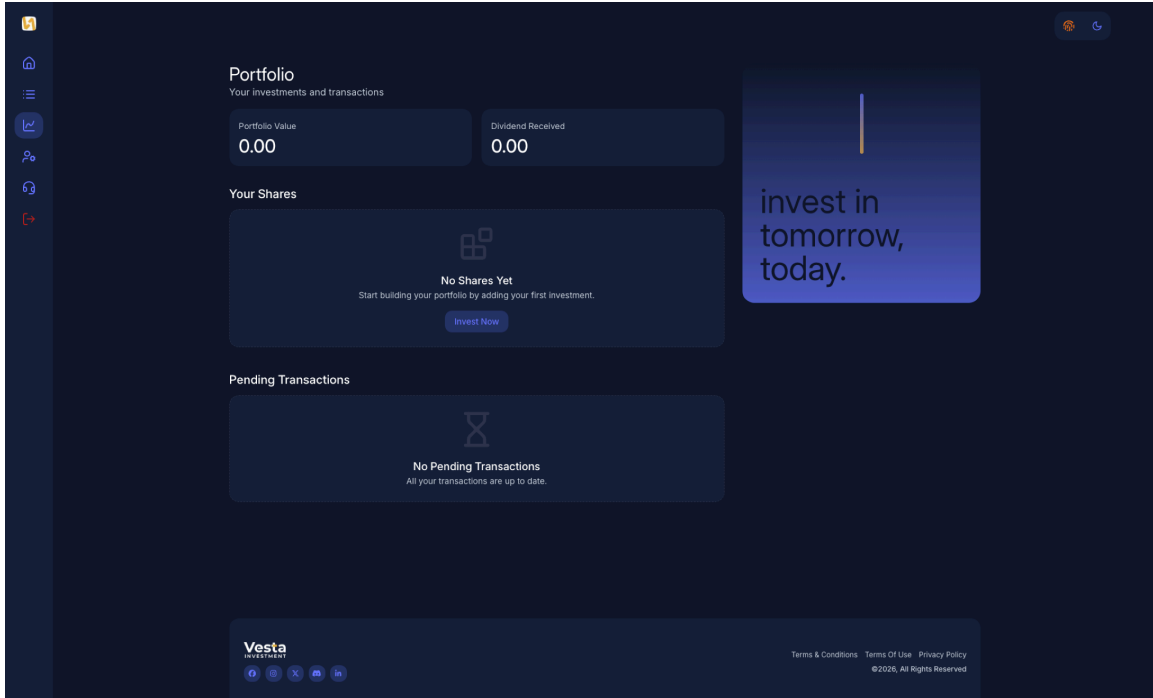


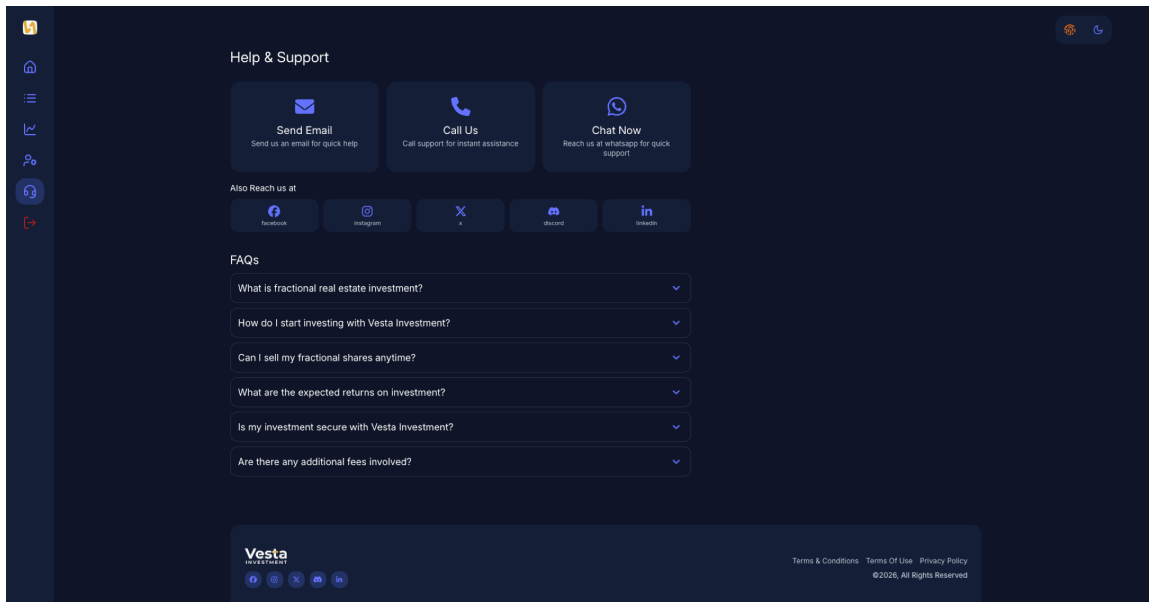
Stripe Private Equity
South San Francisco, CA
From \$10,000

Vesta

Investment Opportunity Global Partnering Exclusive Development EU Candidacy Status

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Outcome

- A Vesta-like premium, institutional dark UI, but branded as OpenReal.
- A clear navigation system with role-based access (public vs verified).
- Reusable components and page templates that support long-form, compliance-heavy content.
- A clickable prototype in Figma that covers core flows and edge states.

Scope

- UI/UX layout and component design for the OpenReal web app (desktop-first, responsive).
- Design for public Market Overview (no login) plus gated investor features.
- Issuer and Admin areas: clean functional UI, consistent components, minimal visual complexity.

Out of scope

- Brand redesign, new logos, new name, or new color palette. Use OpenReal brand guideline as source of truth.
- Copywriting beyond minor UI microcopy for clarity (buttons, labels, helper text).
- New product features (wallets, balances, trading, transfers, on-chain actions).

2. Visual Reference and Direction

Use the Vesta platform UI as the visual reference for layout density, spacing, and the premium dark aesthetic. Do not copy assets, icons, or exact UI text. Recreate the feel using OpenReal brand rules.

Replicate these Vesta patterns

- Left icon-only sidebar with simple, consistent glyphs.
- Large content cards with soft shadows and subtle borders.
- Wide padding and generous whitespace between sections.
- Clear hierarchy: big page headline, smaller section titles, short helper text.
- Premium dark background with subtle gradients, not flat black.

Avoid these Vesta elements

- Wallet connection or wallet language anywhere in MVP UI.
- Offer-shaped public cards with minimum commitments, dates, open/closed status, or currency terms.
- Trading-coded language: settlement, bid/ask, order book, price chart, market price.

3. OpenReal Brand Application

Brand source of truth

Use the OpenReal brand guideline and OpenReal logo for every OpenReal screen. The Universe Eye brand must not appear inside the OpenReal app UI.

Required brand inputs (designer must request if missing)

- Primary OpenReal logo (SVG) and monochrome variant.
- OpenReal favicon/app icon.
- Color palette with primary, secondary, neutrals, backgrounds, and status colors.
- Typography rules: font family, heading scale, body size, line height.
- Icon style guidance (stroke weight, corner radius).

Brand placement rules

- Sidebar: use OpenReal mark at top (collapsed) and optional wordmark on hover/expanded states.
- Auth screens: OpenReal logo centered above form.
- Footer: OpenReal legal links and copyright.
- No co-branding inside app. Use external-link modal on Universe Eye site only.

4. Information Architecture and Access Control

App areas

- Public: Market Overview, Education, Legal, Auth.
- Investor: Listings, Opportunity Detail, Investment Request, Portfolio, Account, Support.
- Issuer: KYB, Opportunity Builder, Submissions, Issuer Profile.
- Admin: KYC/KYB queues, Opportunity review, Requests monitor, Audit logs.

Left sidebar navigation (recommended)

- Market Overview (public) example(<https://app.rwa.xyz/>)
- Listings (gated)
- Portfolio (gated)
- Account (logged-in)
- Support (logged-in)

Access tiers

- Visitor: can see Market Overview (aggregated) + Education + Legal. Cannot see listings or opportunity detail. example(<https://app.rwa.xyz/>)
- Registered (not verified): can access Account + onboarding. Can see only limited previews that are not offer-shaped.
- Verified and eligible: can access Listings, Opportunity Detail, documents, and investment request flow.
- Issuer (KYB approved): can access issuer portal features.
- Admin: can access operational tools and audit logs.

5. Page Templates and Layout Requirements

Design each page using reusable components. Keep a consistent grid, spacing, and component styling across pages.

5.1 Market Overview (Public)

Purpose: a research-style dashboard available to all users without KYC.

Layout

- Header: page title, short description, optional methodology button.
- KPI row: 4 to 6 aggregate metrics (no offer terms).
- Charts: 2 to 4 charts (time series, asset class distribution, region distribution).
- Tables: aggregated league tables (asset classes, regions, categories).
- News (optional): educational updates and platform notices.
- Footer: legal links and informational-only notice.

Public-safe rules

- Show aggregate data only. Do not show specific opportunities, names, minimums, dates, or documents.
- Do not add CTAs that look like investing. Use neutral CTAs like Learn more or Create account.
- Add a persistent banner: Informational only. Not an offer. Terms available only after verification.

5.2 Home (Verified Investor)

Layout

- Welcome header with a short subline.
- Featured Listings carousel or row (verified only).
- Verification status card when KYC is pending or incomplete.
- Help and Support card.
- Footer with legal links.

States

- If no holdings: show clean empty state and a Browse Listings button.
- If pending requests: show a compact status list with timestamps.

5.3 Listings (Verified Investor)

Layout

- Title and filters row (asset class, region, status).
- Grid of listing cards (desktop: 4 columns; tablet: 2 columns; mobile: 1 column).
- Pagination or infinite scroll with clear loading states.

Listing card content

- Hero image or logo tile
- Title
- Category badges (asset class, region)
- One-line value proposition
- Optional: Starting from (only if allowed for verified users)

Never show offer-shaped terms in any public or unverified view.

5.4 Opportunity Detail (Verified Investor)

Layout

- Top section: hero image + gallery; KPI strip below.
- Main content column: long-form sections with strong typographic hierarchy.
- Right rail: sticky action panel with primary CTA.

Mandatory sections

- Summary
- Investment thesis
- What you are buying (instrument type, issuer identity, ownership register, transferability constraints)
- Risks
- Fees and conflicts
- Documents (verified only)

- FAQ (optional)
- Similar offerings (verified only)

Primary CTA behavior

- Use Request Information or Submit Investment Request.
- Do not use Checkout language.
- Show eligibility gate messages if user loses eligibility or changes jurisdiction settings.

5.5 Investment Request Flow (Verified Investor)

Pages

- Investment Request: amount input, confirmations, acknowledgements.
- Request Created: shows bank transfer reference and receiving account details.
- Pending Payment Confirmation: status and instructions.
- Confirmed: success state with next steps.
- Failed/Expired: clear reason and re-request option.

Language rules

- Use request, confirmation, and status. Avoid settlement.
- Show that funds go to the designated external receiving account, not to OpenReal.

5.6 Portfolio and Holding Detail (Verified Investor)

Portfolio

- KPI cards: portfolio value, distributions received, pending requests.
- Holdings list with compact rows and drill-down.
- Statements and distributions entry point.

Holding Detail

- Position summary header
- Document links (statements, notices)
- Distribution history table
- Contact support link

5.7 Account (Logged in)

- Personal information
- Verification status and KYC entry point
- Bank details (optional, if required for smoother payment references)
- Security: MFA toggle, reset password, device sessions (optional)

Do not include any wallet connection UI in MVP.

5.8 Support

- Contact options: email, phone, chat

- FAQ accordion
- Complaint route link (required in legal stack)

5.9 Issuer Portal (KYB + Opportunity Builder)

- Issuer onboarding: signup, KYB submit, KYB status
- Opportunity builder: draft, required fields, document upload, submission
- Submission status: draft, submitted, approved, live
- Issuer profile and support

5.10 Admin Console

- Dashboard
- KYC queue
- KYB queue
- Opportunity review
- Requests monitor
- Audit log and export

6. Component Library

Foundations

- Grid: 12 columns desktop, consistent gutters and max width.
- Spacing scale: 4/8/12/16/24/32/48 (use tokens).
- Corner radius: consistent across cards and buttons (use brand guideline).
- Shadows: subtle, one primary elevation and one hover elevation.

Core components

- Sidebar: icon-only default, tooltips on hover, active state highlight.
- Top actions: profile menu, theme toggle, notifications (optional).
- Cards: dashboard card, listing card, info card.
- Badges: category tags and status tags.
- Tables: compact header, zebra optional, clear empty state.
- Charts: consistent styling, clear legends, no trading-style visuals.
- Banners: informational notices, verification prompts, legal notices.
- Modals: confirmations, external link confirmation, gating messages.
- Forms: inputs, dropdowns, file upload, validation states.
- Empty states: neutral illustrations, one clear CTA.

Status and state system

- Loading: skeletons for cards and tables.
- Empty: explanatory text + one CTA.
- Error: clear message + retry.
- Request statuses: created, pending confirmation, confirmed, failed, expired.

7. Content and Compliance Presentation

Public vs gated content rules

- Public Market Overview: aggregated research only.
- Unverified users: no opportunity detail, no documents, no offer terms.
- Verified and eligible: full detail and documents.

Required legal UI locations

- Footer links: Terms, Privacy, Legal Notices.
- Legal Notices page must include the platform service statements and contact route.
- Opportunity detail must show Risk and What you are buying sections in plain language.

8. Responsive and Accessibility Requirements

- Desktop-first design. Ensure clean tablet and mobile layouts.
- Sidebar collapses into bottom navigation on mobile or becomes a drawer.
- Minimum touch target: 44px on mobile.
- Keyboard navigation and focus states for forms and primary actions.
- Color contrast must meet WCAG AA for text.

9. Designer Deliverables and Handoff

Figma deliverables

- Design system file: tokens, colors, typography, components, icons.
- Page templates for each page listed in Section 5.
- Interactive prototype for key flows: onboarding, listings, detail, request, portfolio.
- State coverage: loading, empty, error, pending, confirmed, failed.

Handoff package

- Exportable assets (SVG/PNG) as needed, named consistently.
- Component specs (padding, hover states, disabled states).
- Typography scale and spacing tokens.
- Notes on gating behavior and content tiers.

10. Naming and Copy Guidelines

- Use Listings or Directory. Do not use Marketplace.
- Use Investment Request. Do not use Checkout.
- Use Pending Payment Confirmation. Do not use Settlement.
- Use Request Created. Do not use Order Created.
- Keep microcopy short, neutral, and institutional.