

Real estate

Cinematic property site checklist

From the field note "[Luxury real estate website design: cinematic property tours without scroll jank](#)".

The short version

- ◇ Drive smooth scroll and scroll animations from one clock, so the pinned tour stays locked to the page under wheel and trackpad scrolling.
- ◇ Animate only transform and opacity, so each scroll frame fits the browser's 16.67 ms budget.
- ◇ Cap images at 300 KB with width and height set, so the first screen loads fast and text never jumps.
- ◇ Gate the motion, never the content: keep every room under reduced motion, add a pause button and keep the booking button in view.
- ◇ Count dropped frames in a browser test, for the whole scroll and the heaviest section, and fail the build on missing alt text or oversized images.

The checklist

- ☐ One frame loop drives smooth scroll and scroll animations.
- ☐ Scroll-linked motion uses transform and opacity only.
- ☐ Every image has alt text, width and height, and stays under 300 KB.
- ☐ Only first-screen images load at once, and the hero gets high priority.
- ☐ Reduced motion shows every room and a working booking form.
- ☐ A visible pause control works for every visitor.
- ☐ A frame-timing test reports missed frames for each section.
- ☐ Touch scrolling and pins are checked on a real mid-range phone.
- ☐ A build check fails on missing alt text, oversized images and dead links.
- ☐ A booking button sits in the navigation from the first screen.

Want a second pair of eyes on your answers?

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