CASE STUDY

AI Real Estate Prediction Game

A daily game that turns home-price prediction into a habit — and into a proprietary dataset that trains the AI.

THE WORK

I designed and built Market Boss, a consumer game where players predict what real homes will sell for. When the homes actually close, real prices reveal the winners, and a shared overbid-allowance mechanic adds strategy. The gameplay is patent-pending. It is built for daily engagement: quick, visual, competitive, and driven by real market data.

Every prediction is captured, creating a dataset of consumer price expectations mapped to real outcomes that improves the underlying AI over time. The build is full-stack: a React front end, cloud infrastructure, edge-served pages for speed, and a player identity system so anyone can join and be recognized on return.

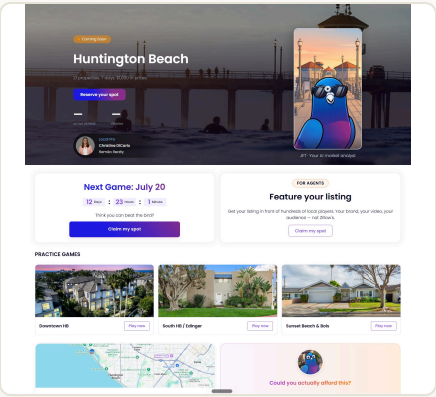
TECHNOLOGIES

React | AWS | Cloudflare Workers | Supabase

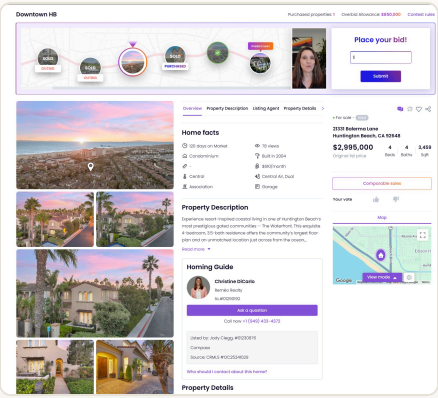
WHAT I TOOK AWAY

- The engagement mechanic, not the data, is what creates a daily habit. The product design is the moat.
- Capturing user behavior as first-party data turns a game into a compounding intelligence asset.
- A frictionless identity model — play instantly, be recognized later — is essential for consumer adoption.

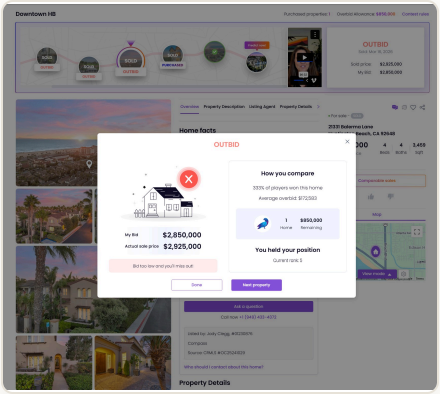
THE GAME



The lobby: reserve your spot



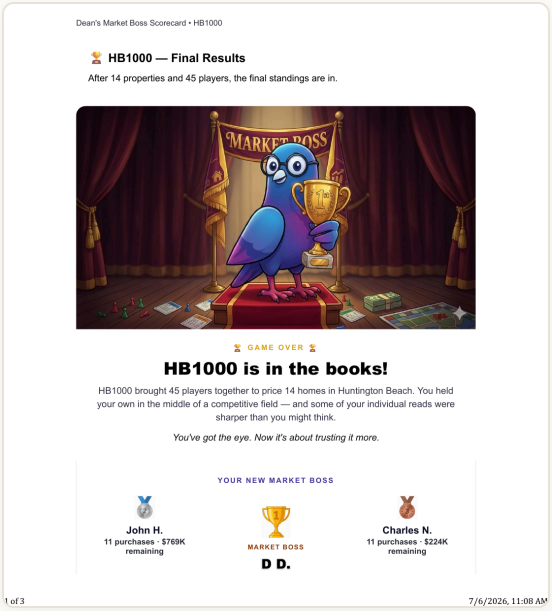
Bid on a real local listing



Results: your bid vs. the real price

Play in about two minutes: reserve a spot, bid on real local homes, then see how you did when they sell.

THE AUTOMATED RECAP IT SENDS



Dean's Market Boss Scorecard • HB1000

HB1000 — Final Results

After 14 properties and 45 players, the final standings are in.

GAME OVER

HB1000 is in the books!

HB1000 brought 45 players together to price 14 homes in Huntington Beach. You held your own in the middle of a competitive field — and some of your individual reads were sharper than you might think.

You've got the eye. Now it's about trusting it more.

YOUR NEW MARKET BOSS

John H.
11 purchases · $769K remaining

MARKET BOSS
D D.

Charles N.
11 purchases · $224K remaining

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An automated, personalized recap the system emails every player after each game — scores, standings, and JET's take.