

So let's go in order. We have three episodes in which Elena is the protagonist, and I think people are already wondering, who is this Elena?

So in the next episode, we need to tell a short story about Elena's past to introduce her to users and to explain why she's so good at her job. I'm open to suggestions about the atmosphere, etc.

Yes.

This is exactly the right time to do it.

You've already done the most important thing:

Elena has appeared several times
she's demonstrated competence
her behavior is recognizable
her tone is precise
she notices details that others ignore

So now the question naturally arises:

"Why does Elena see things that others don't?"

And that's where the emotional connection with the character begins.

VERY IMPORTANT

The episode should NOT become:

a biography

a heavy flashback
didactic explanation

It should seem:

an emotional memory

almost silent.

The true function of the episode

is not to explain.

It is:

to create empathy.

The viewer should leave thinking:

"Now I understand Elena."

Ambience I recommend

Here I would suggest a complete change of tone compared to the first three episodes.

So far, Immobit has been:

investigative
realistic
technical
tense

This one should be:

melancholic
warm
nostalgic
very European

Almost independent French/Italian cinema.

Visual inspiration

I would say:

light rain
sunset light
old Italian buildings
softer colors
less contrast
less "warning"
more silence
STRONG IDEA
Elena does NOT become good because she studies real estate.

She becomes good because:
she lived in a troubled house.

This changes everything.

Because:

It makes the character human
It creates realistic trauma
It justifies the obsession with details
It makes Immobit almost "personal"

Always.

The key moment

One night:

Heavy rain
Huge leak from the ceiling

Buckets everywhere
Wall bulging

Why this episode is so strong

Because:

It transforms Immobit from a tool → personal mission

Now Elena is not:

"expert girl"

She is:

Someone who wants to prevent others from experiencing what she experienced.

And she is enormously more powerful.

Another important thing

This episode:

breaks the formula

And this is crucial for longevity.

Because the audience understands:

"Ah... every episode can be different."

And that's where the series truly survives.

I also recommend

In this episode:

No Immobit score until the end.

Almost absent.

Because here:
The protagonist is Elena.

Not the app.

The app only comes in as a:
natural extension of her experience.

Recommended aesthetic
Palette
Warm beige

Rain gray
Soft orange light
Very soft musty green
Old wood
Midnight blue
Pace

Much slower.

More:
Glances
Silence
Details.

And this opens a huge door.

From here you can start building:

The other characters' pasts.

And when Autobit arrives...

You can do the same.

And that's where they stop being "social content"
and truly become serial characters.

Episode 4 — ImmoBit
Title
"The First Time Elena Ignored a Signal"

Elena as a University Student.

First Apartment for Rent.

First money.
First independence.

Atmosphere

Very European.

Milan/Rome/Bologna
rain
affordable apartment
1960s building
yellow evening light
urban melancholy
Structure
Opening

Elena enters her first apartment.

She's overjoyed.

Small.
Cheap.

Welcoming.

The agent speaks quickly.

"It's perfect for students."

Elena notices small details
faint smell
too white wall
closed window
cold corner

But she ignores them.

Because:

she wants to believe it.

Time montage

Weeks pass.

The following appear:

mold
damp
bulging paint
continuous cough
damp clothes
Emotional point

One evening Elena looks at the ruined ceiling.

Silence.

She understands that:
no one had really told her the truth.

Elena's Birth

She begins to:

read contracts
check walls
compare listings
photograph details

make checklists

The obsession is born.

Final

Back to the present.

Client:

"Do you really think it's a problem?"

Elena looks at a small stain on the wall.

Silence.

Then:

"Houses always begin whispering."

THE END.

This version is PERFECT because:

it makes Elena human
introduces the past
explains her obsession
maintains the realistic tone
And above all...

this episode introduces:

the central concept of the series:

people see what they want to see.

While Elena:
sees what they try to hide.

And it's a very strong narrative identity.