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## Names

Sarah Eldafrawy [29]

Abdelrahman saeed Ali [39]

Mostafa Labib [68]

# Real estate (Phase 2)

19<sup>th</sup> December 2018



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## OVERVIEW

This report describes the results of our work in phase 2 of the project.

### Interview questions and responses

John Doe - 24 years - lives in Kafr abdo

- Would you prefer dealing with brokers or a website?, Why ?  
I don't trust brokers because most of them are thieves, Websites offer too many options to explore, it saves time and I can make a quick tour in different districts to check.
- How do you choose a website over another?  
I consider flexibility and simplicity in using it and having many options or adds to explore
- Tell me about your experience using other websites?  
There was fake information, with some adds out of date. Some problems with users and couldn't report them.
- What do you expect in our website?  
I need plenty of options to explore, providing correct information, a way to report users
- Is it useful to have VR tour? What about 360?
- I don't think it's very useful since I will need VR headset. However, 360 preview could be really useful.
- 
- Will you use the website for personal reasons or for commercial reasons?  
Currently, only for personal need, but I might consider investment in buying and selling properties if I had a simple and easy way to buy and sell a property. Also, I might need some statistics to use as indicators.
- Would you consider suggestions even when you are not considering buying a property? (Newsletter)  
Yes, if It's in a better neighbourhood and also, if there's a moving in service that deals with the headache that accompanies moving in to a new house.
- If the website contains a blog will you use it ? if no why ? if yes what will you wish to find in the blog ?  
I won't consider a blog, still I recommend to have short comments instead of a blog
- Do you mind having an account on our website? And post your property's info?

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I won't mind, since the website will offer me services that I might use.

- Will you need a bank loan when buying a real estate?  
Yes, I might need a bank loan.
- If we can provide you a bank loan with lower rate of interest, would that encourage you to buy from our website?  
Will be really interesting.
- Do you trust online services such as maintenance and designers?  
I prefer online services because, I might not know someone to provide me maintenance, I might use help of ratings since others already tried their service before.
- Would you feel safe to use our website as a middleware to buy a property? (visa transaction)  
Not really, I might suspect a fraud and won't trust buying the property online.

## The scenario based on interview result

- **Scenario 1**  
An already logged in user enters the website. He choose category apartments. He scroll few times and choose an ad to check it's details. He doesn't like the price, so he gives a low affordability rate. He returns back to the list of adds and check on districts he wants to search for in filters. Then, He sorts them by highest rate and check another ad that seems interesting.
- **Scenario 2**  
User enters the website and check the services provided in the home page. The login in popup shows up when he clicks on Service X ad. He makes an account on the website, and is redirected to the ad selected before. He checks other users' reviews. He decides to send a request for the service and is redirected to fill in details. An email is sent with details to document to carry on confirmation process.

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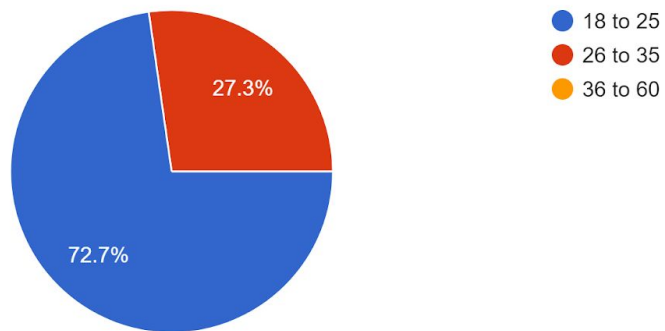
## Questionnaire form

Link: <https://goo.gl/forms/YkRnFEt1BH28kOZ43>

## Questionnaire results

### Age

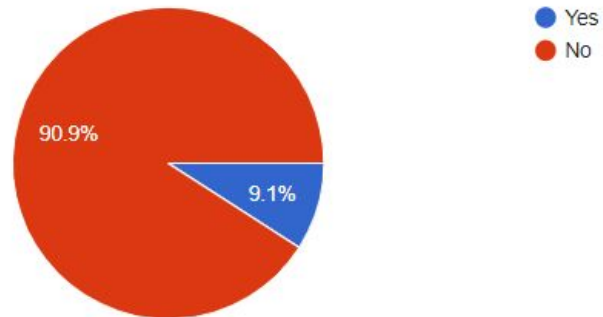
11 responses



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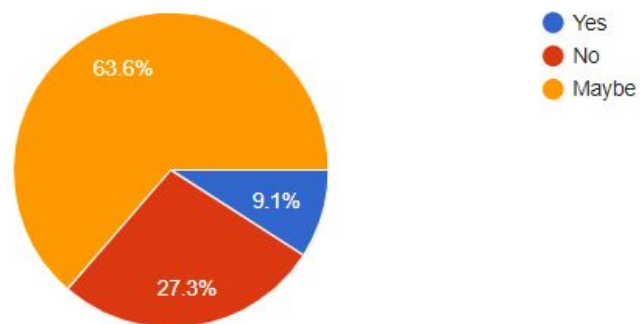
## Do you have any bad experience using other websites?

11 responses



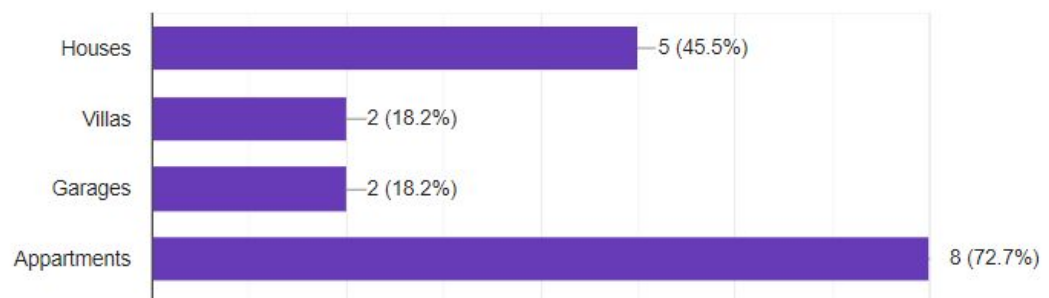
## If the website contains a blog will you use it?

11 responses



## What categories will you be interested in more?

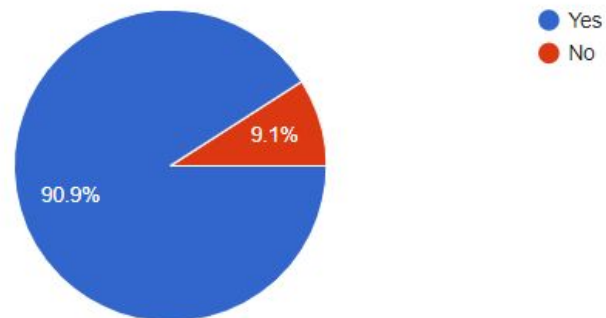
11 responses



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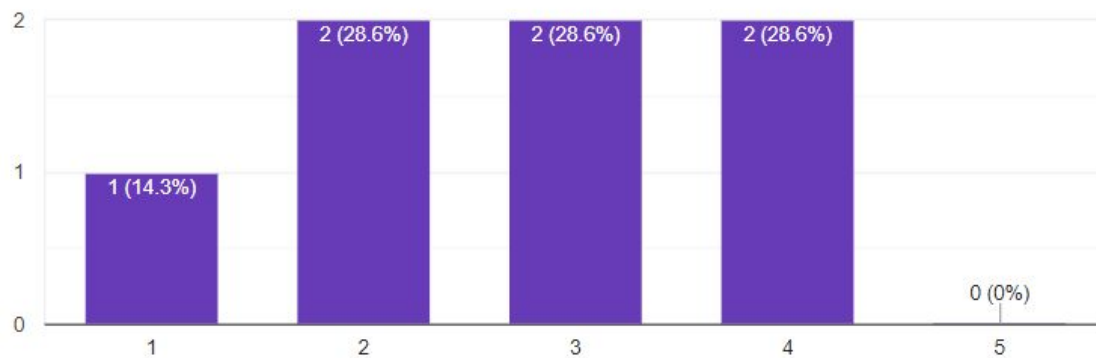
Do you need a compare option to compare between 2 properties?

11 responses



How would you rate the website's complexity?

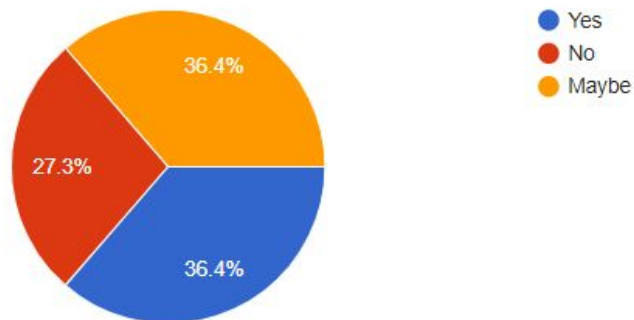
7 responses



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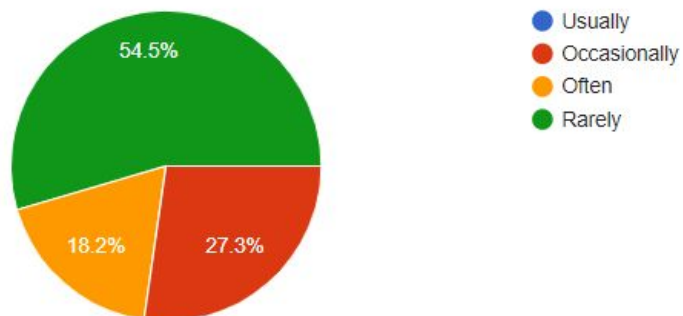
## When buying a new house, would you consider a designer?

11 responses



## How often do you look for a property?

11 responses



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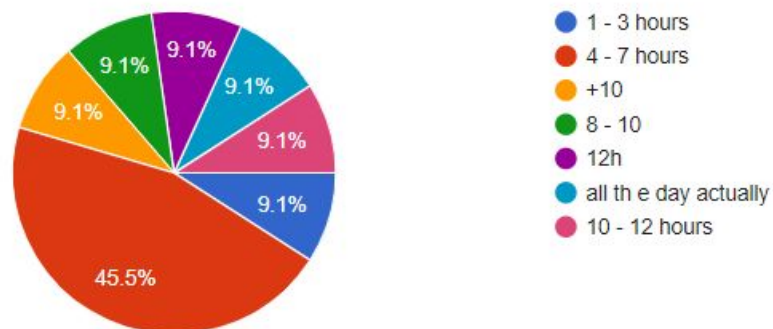
## What are the most important information to display?

11 responses



## How much do you use internet daily?

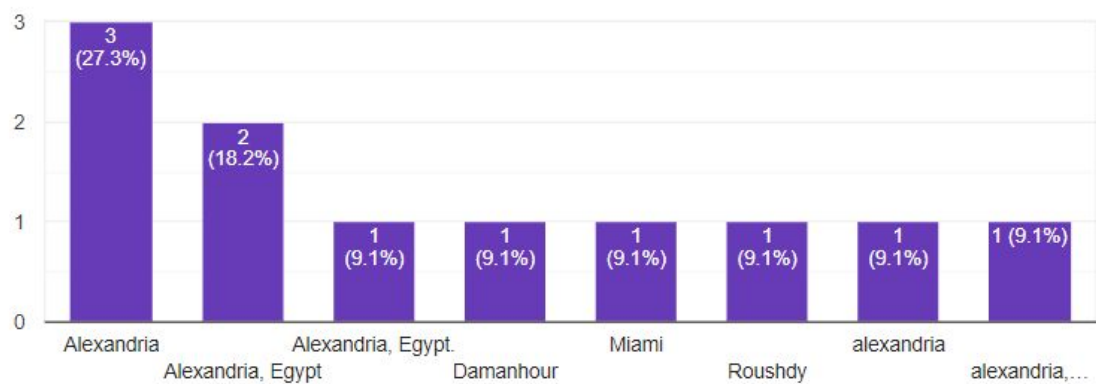
11 responses





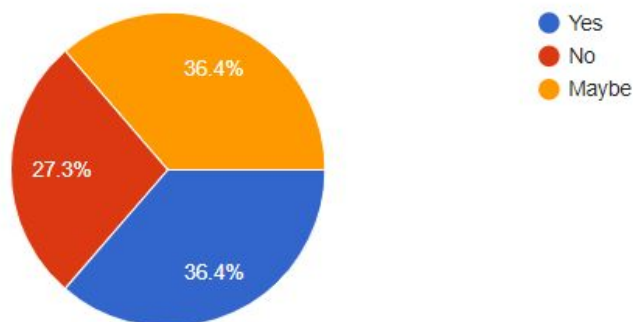
# Where do you live now?

11 responses



# Would you make an account on a real estate website?

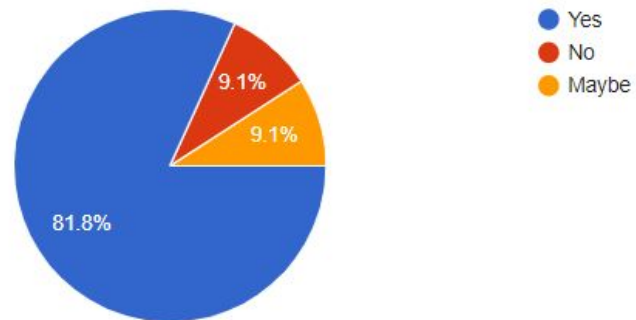
11 responses



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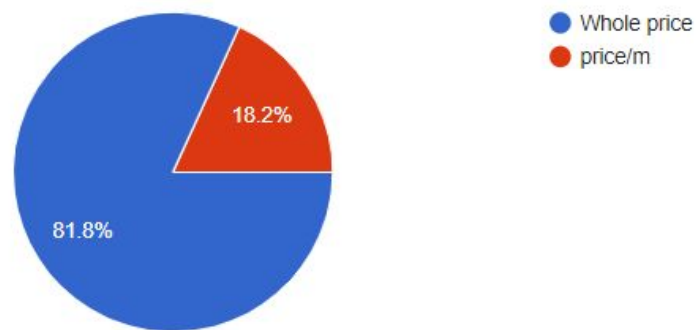
## Is it useful to search by custom neighborhoods?

11 responses



## Would you prefer the whole price or price/m?

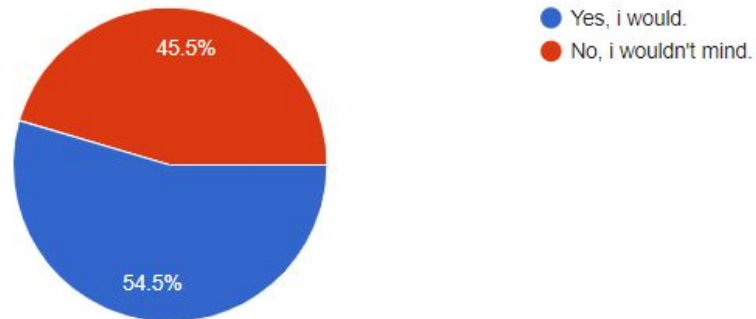
11 responses



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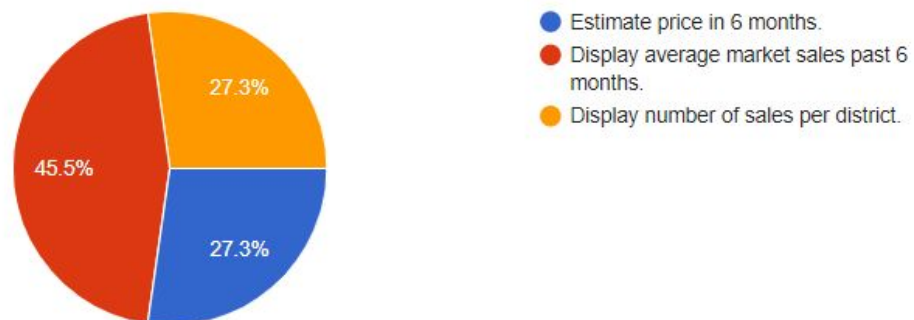
## Would you mind to share your property's information?

11 responses



## Which statistics do you think matters the most?

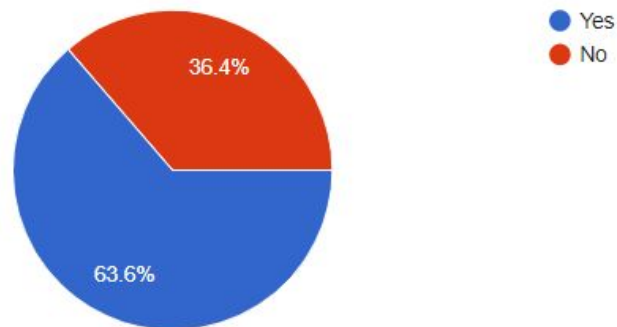
11 responses



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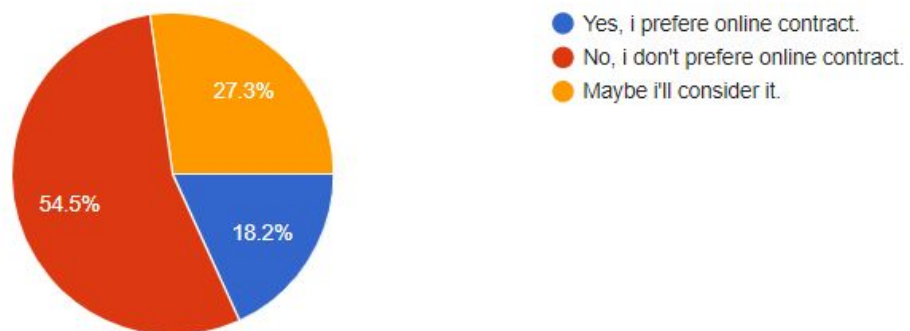
Would you consider suggestions even when you are not considering buying a property?

11 responses



Do you prefer online contracts or just deal directly with the seller?

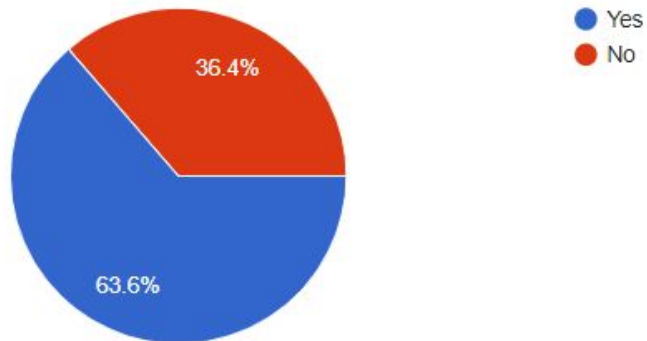
11 responses



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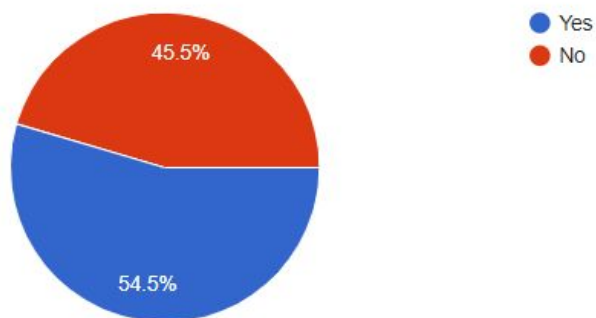
## Would you trust online services?

11 responses



## Have you tried our prototype? if yes answer the following questions.

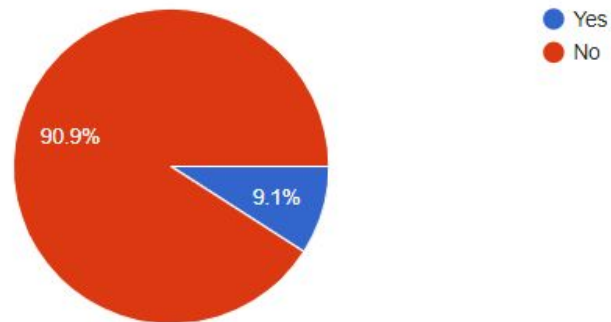
11 responses



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## Did you use any real estate website?

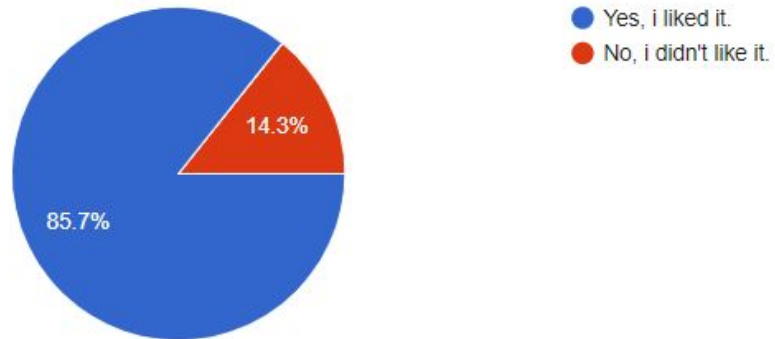
11 responses



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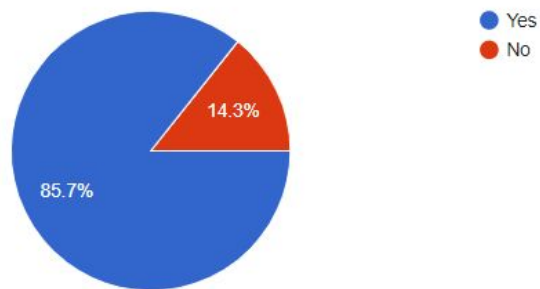
## Did you like the virtual tour?

7 responses



## Did the VR simulate the property as desired?

7 responses



## Requirement cards

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Requirement #:2 Requirement Type:Functional Event/BUC/PUC #:2

Description: A comment section under each post

Rationale: To provide users a section where they can share their opinions and thoughts

Originator: The team

Fit Criterion: The number of comments in each post

Customer Satisfaction:3

Customer Dissatisfaction:2

Priority:2

Dependencies:Nothing

Conflicts:Nothing

Supporting Materials:

<https://medium.com/global-editors-network/comments-section-why-many-media-still-believe-in-it-29f76c28526c>

History:A new feature that will be added. It has no history

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Requirement #:3 Requirement Type:Functional Event/BUC/PUC #:2

Description: Providing users with new suggestions and offers

Rationale: To provide users with new offers that matches their needs and show them better places to consider buying

Originator: The team

Fit Criterion: The number of properties sold through the suggestions

Customer Satisfaction:3.25

Customer Dissatisfaction:1

Priority:3

Dependencies:Nothing

Conflicts:Nothing

Supporting Materials:

<https://www.verticalresponse.com/blog/9-emails-business-sending/>

History:A new feature that will be added. It has no history

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Requirement #:4 Requirement Type:Functional Event/BUC/PUC #:2

Description: Add an option that helps the users with comparing between properties

Rationale: To help users in their decision when buying a new property

Originator: The team

Fit Criterion: The number of properties sold through the suggestions

Customer Satisfaction:4.5

Customer Dissatisfaction:2

Priority:4

Dependencies:Nothing

Conflicts:Nothing

Supporting Materials:

<https://dealsmixaustralia.wordpress.com/2013/01/22/what-are-the-benefits-of-comparison-shopping/>

History:A new feature that will be added. It has no history

# Volere

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