

Product Name: HomeRise by Eden Oasis

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Audience: Product, Design, Engineering, Leadership

1. Problem Statement

Clients who purchase properties from our company lack a clear, transparent, and engaging way to track how those properties change in value over time. Current communication methods (e.g., PDFs, email updates, spreadsheets) are static, hard to interpret, and low-trust. Users are accustomed to stock trading apps that provide live charts and performance insights; real estate ownership lacks an equivalent experience.

2. Vision

Create a client-facing web application that makes property ownership feel as trackable, transparent, and intuitive as owning a stock. By leveraging a predefined catalogue of company-standardised property presets, each with curated images and an append-only price history, the platform will provide users with real-time charts, streaks, and milestones in a clean, Apple-inspired interface. This will build trust, increase engagement, and differentiate our brand as a tech-forward real estate provider.

3. Product Description

The Property Portfolio App is a client-facing web platform that enables users to monitor and manage real estate assets purchased from the company, in a format inspired by modern stock portfolios. Properties are selected from a company-defined catalogue of standardised units (presets), each containing curated images, metadata, and a transparent, append-only price history maintained by the company.

Users build their personal portfolios by adding these presets and are presented with dynamic visualisations of property value changes over time. The interface includes real-time charts, streak tracking, and milestone indicators that reflect property performance — all designed with a clean, fluid, Apple-inspired user experience. Price data is visible to all clients and preserved immutably, ensuring clarity, trust, and auditability. This product blends the confidence of financial dashboards with the simplicity of mobile-first property ownership tools, increasing client engagement, trust, and long-term retention.

4. Personas

To guide design and development, consider these primary personas:

- **First-Time Buyer Fiona:** New to real estate, wants reassurance that her investment is growing; needs simple visuals and clear explanations.
 - **Seasoned Investor Ian:** Owns multiple properties, expects detailed analytics and polished UX similar to his stock apps.
 - **Busy Executive Elaine:** High net worth, little time; demands fast, secure access and a premium feel across devices.
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5. Out-of-Scope (MVP)

- Property resale or marketplace functionality
 - Client-uploaded property images or custom valuations
 - Real-time tick-by-tick pricing or predictive AI valuations
 - Rental income tracking, mortgage calculators, or complex financial modelling
 - External property listings (only company presets are included)
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6. Functional Requirements

6.1 Property Catalogue (Presets)

User Story 1.1 – Create and Manage Presets (Admin)

As a system administrator, I want to create and manage property presets with a name, property type, number of bedrooms, a default image gallery, and an active/inactive status so that clients always see accurate property options.

Acceptance Criteria:

- Admins can add a new preset with required fields (name, type, bedrooms) and upload multiple images.
- Presets have a status flag (Active/Inactive); only active presets appear to clients.
- Editing a preset allows updating images and metadata, but never deletes price history.
- Only authenticated admin users can perform these actions.

6.2 Price History (Stock-Like Behaviour)

User Story 2.1 – Append Price History (Admin)

As an administrator, I want to append new price points to a preset's history so that historical prices are immutable and up-to-date.

Acceptance Criteria:

- A new price entry can be added with date, price value, and source.
- The system never modifies or deletes existing price records (append only).
- If a price exists for the date, the admin is warned and must choose to append a corrected record rather than overwrite.
- Price changes are visible to all users tracking that preset.

User Story 2.2 – View Price History (Client)

As a client, I want to see a visual representation of a property's price history so that I can understand its performance over time.

Acceptance Criteria:

- The property detail page displays a line or area chart sourced from the appended-only price history.
- Users can toggle between predefined time ranges (1M, 6M, 1Y, ALL).
- The chart shows absolute and percentage changes for the selected timeframe.
- Loading and rendering the chart completes within 300 ms under typical conditions.

6.3 Client Portfolio

User Story 3.1 – Add Properties to Portfolio (Client)

As a client, I want to add properties from the catalogue to my portfolio, specifying the quantity and optional purchase price/date so that I can track what I own.

Acceptance Criteria:

- A client can search/select an active preset from the catalogue.
- Upon selection, default images and the current price load automatically.
- Clients can specify quantity (default = 1) and optional purchase price/date.
- On confirmation, the property appears in their portfolio immediately.
- If the same property is added again, quantity increments rather than creating duplicates.

User Story 3.2 – View Portfolio Summary (Client)

As a client, I want to view a dashboard summarising my portfolio's current value and performance so that I know how my investments are doing.

Acceptance Criteria:

- The dashboard shows total portfolio value and overall percentage change for the selected timeframe.
- Each property displays its current price, quantity, absolute change, percentage change, and a mini sparkline.
- Users can switch timeframes (1M, 6M, 1Y, ALL) from the dashboard.
- Dashboard loads in under 2 seconds with cached results.

6.4 Charts & Performance View

User Story 4.1 – Interactive Chart (Client)

As a client, I want charts that animate smoothly when I switch time ranges so that I can explore data effortlessly.

Acceptance Criteria:

- Chart transitions between timeframes (1M, 6M, 1Y, ALL) use smooth animations.
- Cursor hover/crosshair shows precise price and date values.

- Chart highlights the purchase price (if provided) and current price.
- Performance metrics (e.g., absolute and percentage change) update instantly when the timeframe changes.

6.5 Streaks & Milestones

User Story 5.1 – View Streaks (Client)

As a client, I want to see how many consecutive periods a property's price has risen or fallen so that I understand momentum.

Acceptance Criteria:

- Streaks are calculated every month using the price history.
- The streak count resets whenever a price direction changes.
- Up streaks (consecutive monthly increases) and down streaks are displayed separately.
- Streak information is visible in both the property detail and portfolio summary.

User Story 5.2 – Achieve Milestones (Client)

As a client, I want to be notified when my properties or portfolio hit significant milestones so that I feel informed and engaged.

Acceptance Criteria:

- Milestones include: first property added, first new all-time high, portfolio value thresholds (e.g., first ₦100M), and multi-month up streaks.
- Milestones trigger a non-intrusive UI element or optional notification.
- Milestones are logged and viewable in a timeline or achievements section.
- Users can dismiss or revisit milestone notifications.

7. Non-Functional Requirements

- **Performance:** Dashboard load times must be under 2 seconds; charts must render within 300 ms.
- **Security:** Enforce authenticated access; role-based permissions for admin actions; encrypt data at rest and in transit; comply with data privacy regulations (e.g., GDPR).
- **Scalability:** The platform must support thousands of concurrent users; use caching and optimised queries to handle append-only price histories efficiently.
- **Reliability:** Aim for 99.9% uptime; implement robust error handling and graceful degradation (e.g., stale data fallback).
- **Accessibility:** Conform to WCAG 2.1 AA standards; provide sufficient colour contrast, keyboard navigation, and screen-reader compatibility.
- **User Experience:** Maintain a consistent Apple-inspired aesthetic with clean layouts, generous whitespace, and fluid animations. Avoid visual clutter and prioritise clarity.

8. Success Metrics

- **User Adoption:** Number of clients registered and actively using the app (target: X clients in the first quarter).
 - **Engagement:** Frequency of logins per user per month; average session duration; percentage of users interacting with charts.
 - **Data Integrity:** Zero incidents of price history overwrites; 99% price updates reflected within 24 hours.
 - **Client Satisfaction:** User feedback scores, NPS ≥ 50 ; reduction in support queries about property values.
 - **Portfolio Activity:** Percentage of users adding more than one property to their portfolio; milestone achievements triggered.
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9. Assumptions & Risks

- **Data Update Frequency:** Property price data will be updated periodically (e.g., monthly or quarterly) rather than in real-time; this assumption should be communicated clearly to users.
- **User Devices:** Assume modern browsers and mobile devices; older devices may not handle complex animations smoothly.
- **Data Quality:** Reliance on accurate data sources is critical; inaccurate valuations could erode trust.
- **Adoption Risk:** Some clients may be less tech-savvy; training or onboarding guides may be necessary.
- **Scope Creep:** Without clear out-of-scope boundaries, requests for additional features (e.g., mortgage calculators) could delay delivery; maintain a change control process.

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12. Future Considerations or Roadmap

To provide transparency on the long-term vision without committing these features to the MVP, consider the following Phase 2+ items:

- **Mobile Apps:** Native iOS and Android versions for a seamless mobile experience and push notifications.
 - **Rental Income Tracking:** Add functionality for clients to record and track rental income, expenses, and net yield.
 - **Mortgage & Finance Tools:** Integrate mortgage calculators, amortization schedules, and refinancing suggestions.
 - **AI-Driven Insights:** Implement predictive analytics or machine-learning models that forecast property values and identify market trends.
 - **Public Property Listings:** Expand the catalogue to include properties beyond company sales, with a watchlist feature for prospects.
 - **Collaborative Features:** Allow users to share portfolio views or property performance with advisors or family members.
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