PROJECT: LANDLORD-FOCUSED SOCIAL HOUSING WEBSITE

USER STORIES:

- As a landlord, I want to register an account on the website so that I can manage my property listings.
- As a landlord, I want to log in securely to access my dashboard and track my property listing status.
- As a landlord, I want to reset my password if I forget it to regain access to my account easily.
- As a landlord, I want to upload property details (e.g., address, price, features, and photos) so that my listings can be visible to potential tenants.
- As a landlord, I want to edit my property details to ensure the information is up-to-date.
- As a landlord, I want to mark a property as "rented" or "available" so that my listings reflect their current status.
- As a landlord, I want to view all my property listings in one place for easy management.
- As a landlord, I want to fill out a contact form to request additional information about the services offered.
- As a website administrator, I want to capture leads from landlords through forms to initiate further communication.
- As a website administrator, I want forms integrated with email marketing tools like Mailchimp to build a communication pipeline.
- As a landlord, I want the website to work seamlessly across desktops, tablets, and smartphones so that I can access it from any device.
- As a visually impaired landlord, I want the website to adhere to WCAG 2.0 accessibility standards to ensure I can use the site comfortably.
- As a tenant, I want to search for properties using filters like location, price, and size to find listings that meet my needs.
- As a tenant, I want to see only available properties to avoid wasting time on unavailable listings.
- As a website administrator, I want all pages to follow SEO best practices to improve visibility in search engines.
- As a website administrator, I want Google Analytics and Google Ads tracking integrated to monitor campaign performance.
- As a New Leaf team member, I want a 1-2 month support period post-launch to address any immediate technical issues.
- As a website administrator, I want the website hosted on a scalable platform to accommodate growth as the business expands.
- As a landlord, I want the website to use SSL encryption so that my data and interactions are secure.
- As a landlord, I want a simple dashboard to view tenant interest and manage my properties efficiently.

- As a website administrator, I want analytics integrated to monitor website traffic and user interactions for insights.
- As a New Leaf stakeholder, I want the website to be easily updatable so that new features can be added as the business grows.
- As a website administrator, I want third-party integrations (e.g., CRM systems, email marketing) to be future-proof to avoid redevelopment costs.
- As a New Leaf team member, I want training on how to manage the website and property listings to ensure smooth operation.
- As a New Leaf stakeholder, I want documentation on custom features so that future developers can maintain the site efficiently.
- As a website administrator, I want the site optimised for local search terms related to social housing to attract relevant users.
- As a website administrator, I want to create landing pages optimised for Google Ads campaigns to improve conversions.

Technology:

Frontend: HTML, CSS, Bootstrap 5, and JavaScript
Backend: PHP and Laravel
Database: MySQL