**AYALA DISCUSSION & MINUTES of 17th January 2021.**

Present : Paul, Samuel , Wezi and The Programmer.

Comments on the website:

Great progress so far.; we aim to have everything completed by January end.

**For reference and learning this website is handy : www.Daft.ie**

**Key items to be addressed**

1. **Slider :**

* To be made from best pictures selected from the pictures uploaded. Can be changed randomly as some properties becomes unavailable**.**
* ensure they are of good quality, same standard and good format.
* When all is done and completed the slider will have to be updated to reflect Malawi data and not Australia data.

1. **What information should ALWAYS be collected .**

**.**

* District
* Town or Area
* Any additional information on location ( can be sector, street, in summary Physical address details where possible)
* Price
* For accommodation properties : number of bedrooms, furnished or unfurnished.
* Contact details of the property owner which can be both phone number and email address.

1. **HOME page- changes to be made**

* The slider is too big such that one has to scroll down to get a full view of it. I suggest it be reduced in size. Probably once reduced the search window at the bottom can be seen the moment one opens the home page. The search window at the bottom is not seen when one is on the home page; Consider bringing it on top or in the middle of the slider so that it is seen
* Remove **the Agents and BLOG windows on the top right and bottom also Newsletter** as we wont use them now. I suggest we instead add a window for “Place an Advert”.? May be the newsletter one can be left instead be changes to News for now. It can be used to provide some news to viewers.
* What type of Properties go under “**Featured Properties”** and those that go under “**Recommended Properties”? or they are just random or its on newly added homes.**
* Use the following for the address : P.O Box 30605, Lilongwe Malawi. Confirm that the name on here is as the name on business registration; also that the phone number is working.
* Join now and get updated with all the properties deals. This can be removed for now until when we start having such deals.
* Join in: This too can be removed for now until when we start asking viewers to register or subscribe in order to be getting updates on properties.
* The search Properties window need to be revisited as there are two search windows. I suggest we maintain one for now .Refer to point 4 below.

1. **What key information should be on the filter (Search properties)**

* District
* Area
* Price
* Number of bedrooms

1. **On the BUY/RENT Search window.**

* Try to standardise how each house will be presented. There has to be uniformityin the way the properties and its information is presented. The MYProperties page looks much better on this.
* May be we go by that format which is also the samw with DAFT;
* You have the search parameters on top , more like columns and then the properties are listed going down (Vertical order) starting with pictures and then the necessary information on the side.

1. **How to get content>**

**Options:**

* Through agents in all 3 cities or we start with Lilongwe?
* Collect content from social media groups eg Facebook. This will mean our agent has to be a member of all the groups where by people advertise about properties and even others.
* Engaging some real estates agents so that they give us their houses to put on the website?
* Aggressive advertising of the website on Social Media, a radio ad , so that people know about it and advertise their houses put their properties on Advertising the website
* Tools needed to facilitate collection of content IE very good quality pictures. If pictures are from social media , can they be improved in terms of quality or we present them as raw?

**TIMELINES**

**I think we need to agree who is doing what , by when so that we try to conclude this as soon as we can and start to pilot it.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date/ Period** | **Activity** | **Responsible person** | **Items required to make it happen** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Budget / Expenditure needs**

* Funds spent to date
* Funds needed to get to the launch stage.