

Project Proposal (Snap state system)

Project Summary

Nowadays, there are many systems for real estate solutions that can help users to sell and properties, but there is no system that facilitates the communication between the users when they want to buy or sell properties specially in Jordan. Therefore, we introduced in this project a real estate system called “**Snap state system**” that enables users to add, modify, and delete properties (properties management), alongside providing a user interface communication” Chatting” between users to facilitate the communication between users.

The suggested real estate system is a scalable, secure, and user-friendly system aimed to improve the communication between users and productivity in property management. The system seeks to provide reliable performance by committing to continuous data flow, flexibility to changing market demands, and a strong security design. When handling real estate data, the system assures effective management, cost effectiveness, and conformance.

Snap state system will contain several stakeholders such as:

- **property owners**: user who wants to sell their properties by adding, modifying, or deleting their properties in the system. → usually there are “member”.
- **property seekers**: user who wants to buy properties from property owners. → usually they are “guest”.
- **System administrator**: the user who manages the entire system such as: modifying users, manage subscription, etc.
- **Developers**: responsible for developing and building the system.
- **Designers**: responsible for designing the system architecture and user interfaces.
- **Quality assurance**: responsible for testing the functionality of the system.
- **Project manager**: responsible for managing the project and ensuring the completion of tasks given to developers, designers, and quality assurance.
- **Investors**: who want to invest in this project.

From the economic study in feasibility study reveals that the main revenue source for a website is subscription plans, with a monthly subscription fee of 6.38 JOD (equal to 9\$) for **basic plan**, 13.47 JOD (equal to 19\$) for **pro plan**, and 70.17 (equal to 99\$) for **business plan**. The revenue after three years of deployment is 439,634 JOD without considering costs. The revenue is calculated using the following assumptions: a monthly user growth rate of 20% and retention rates of 70% for each subscription plan. More details are shown in the economic study.

Project Description

Snap state system provides an easy-to-use platform that facilitates communication between users and allows property owners to effortlessly add, change, and delete properties. Users may easily control their accounts using a simple and pretty interface, guaranteeing up-to-date information. Subscription plans option is introduced to increase the visibility, productivity, and profit for both users and system owners by putting membership's properties at the highest level of the website and displaying them in the <Featured Properties> area in the home page. Our system improves communication and administration by giving productivity and an optimized platform for property owners to communicate and prosper in the uncertain real estate market. It offers reliability, safety, and unique experiences.

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Key features of Snap state system:

- Secure and user-friendly authentication for users.
 - User profiles are used to customize and handle property-related actions.
 - Easy to use interface for adding, modifying, or deleting properties.
 - A friendly interface for listing all properties in the system.
 - Subscription plans for providing premium features users.
 - Payment gateway that is adaptable for smooth transactions.
 - User friendly and real-time messaging capabilities for users to communicate.
 - Secure platform for protecting user's data and system's data.
 - Comprehensive admin features for successfully overseeing and managing the platform.
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- **Target Audience** of Snap state system:
 - Property owners → usually they are “member” in the system.
 - Property seekers → usually they are “Guest” in the system.

- Investors.

Business Objectives

- Build an easy to use and user-friendly system to enhance user experience and attract the user's (property owners, seekers) attention to register and use the system.
- Promote Snap state system as the market's leading real estate platform for interaction and communication.
- Elevate Snap state system as a trustworthy and reliable brand by implementing many marketing strategies, and ads.
- Build a scalable system that can handle and control an increasing number of property postings and users to get more profit and revenue.
- Get revenue through subscription plans.
- Increase the reputation in the market by implementing a secure, and user-friendly interface for real-time chatting between users.
- Add a strong security measure to save and protect user's data.

Solution Considered

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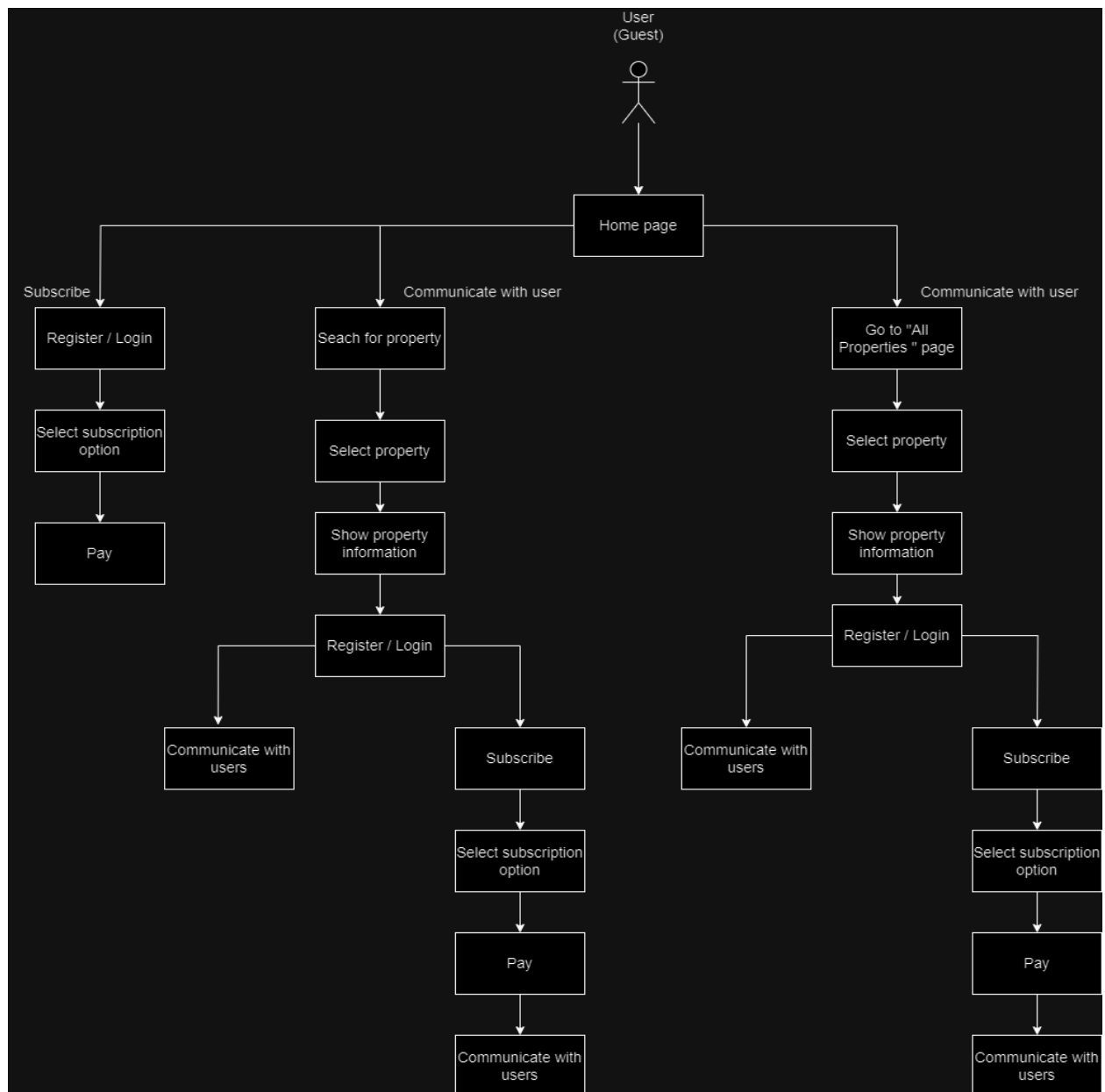
From the system, the guest can register to the system, search, and view for properties in the system, communicate with users about their properties (before communicating with users, guest must register to the system to communicate with users), subscribe (same case as communicate, guest must register to the system).

The member can login to the system, search, and view for properties in the system, communicate with users about their properties (must be login), subscribe (must login to the system), add, modify or delete properties, manage their subscription and account.

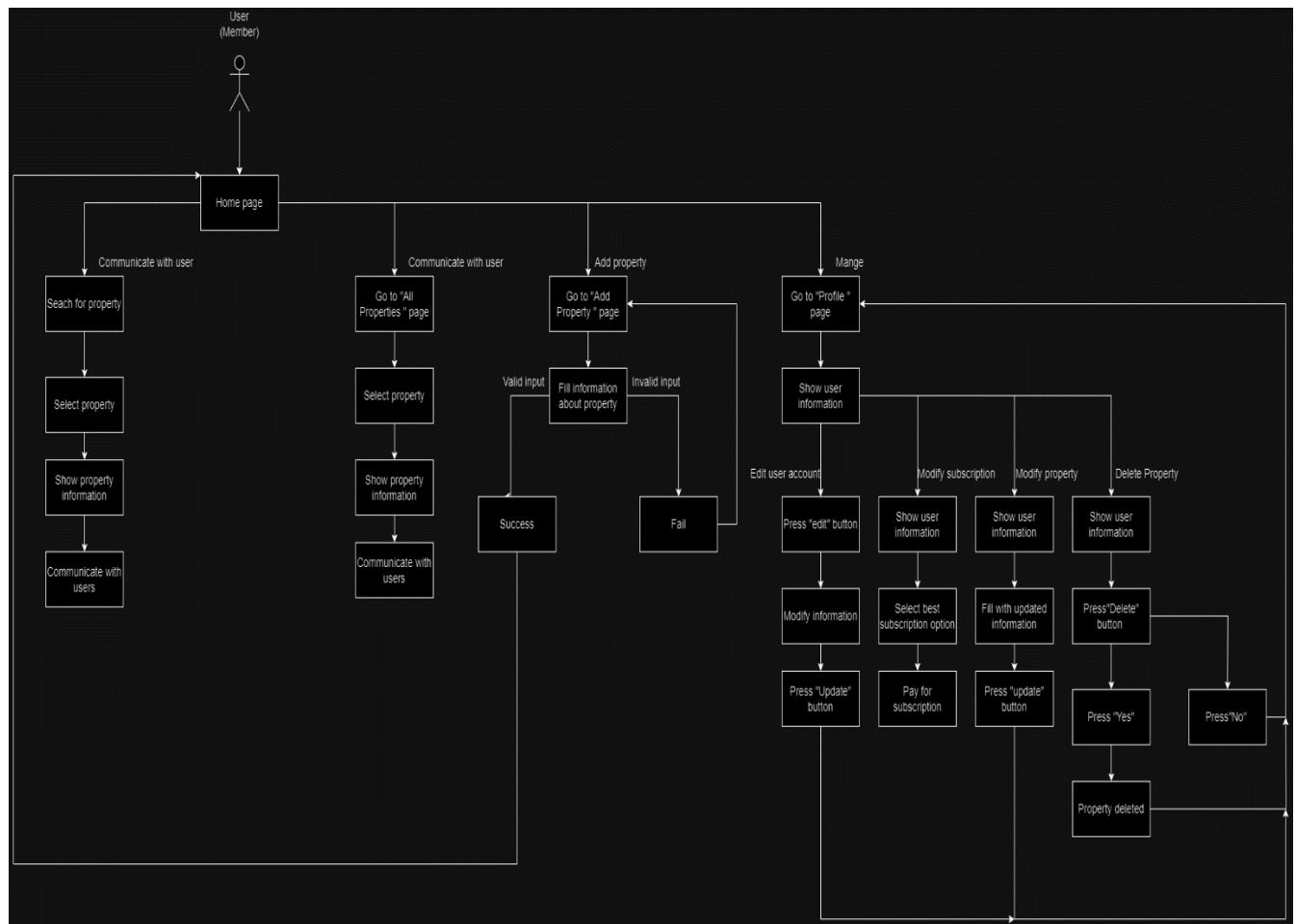
On the other hand, the admin can login to the system, search and view for properties in the system, communicate with users about their properties (must be login), manage properties, manage user accounts.

User journey:

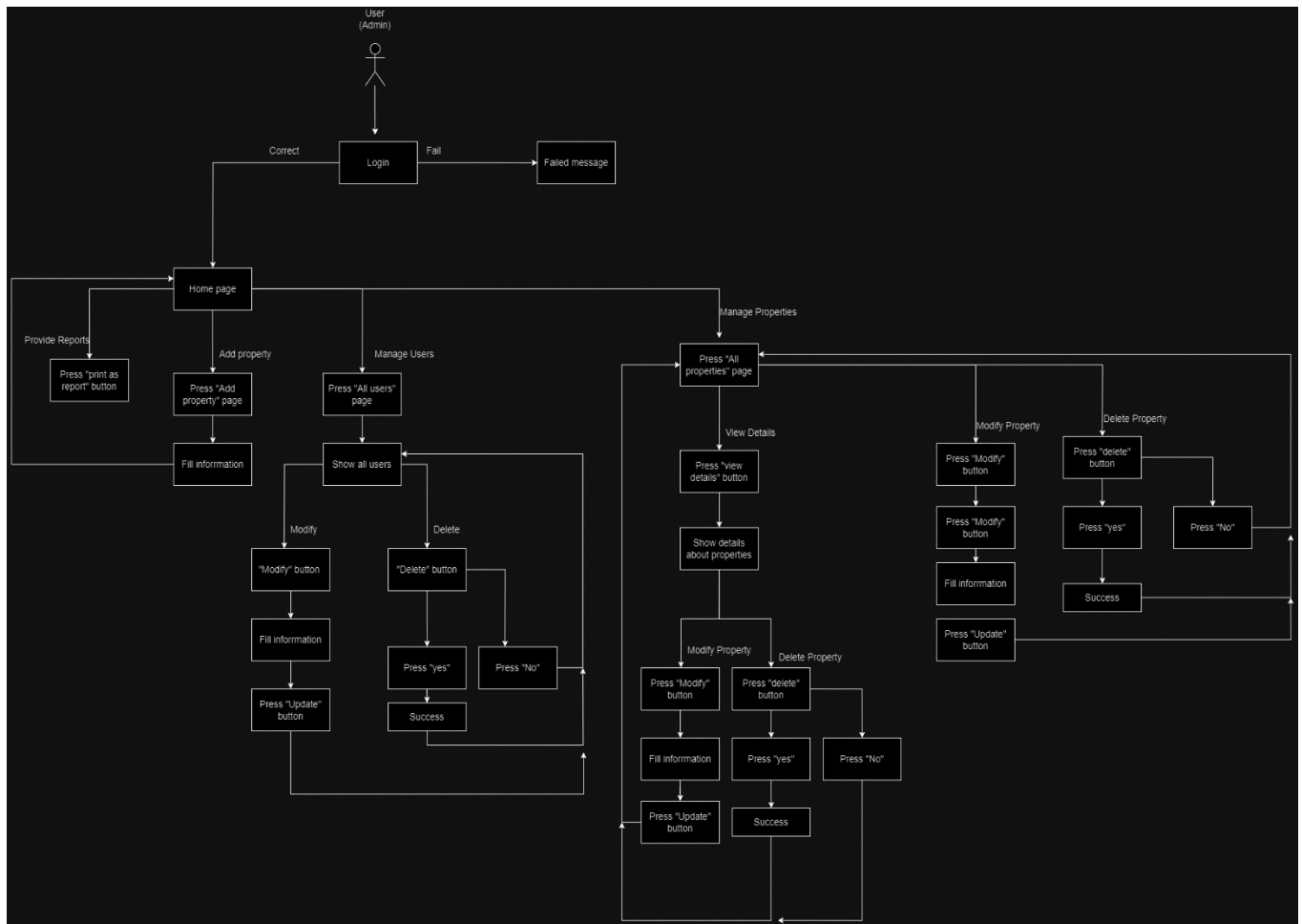
- For (Guest)



- For (member)



- For admin



Risks

For any project, there might be a potential risk that may happen and impact the project progress. Usually these risks are:

- Technical risks that are related during the development and implementation stages (Front end, backend, database, etc.) which have a high impact on the progress of the project. The best thing to avoid this risk is to hire experienced developers to handle any risk found during the implementation.
- New cybersecurity threats make it more difficult for our security tools to detect and solve these attacks. These attacks will absolutely have a powerful impact on our project and make the user's data in danger thus decreasing the reputation in the market. The best solutions for this is to deal with third party companies related to security, and implement disaster recovery plans.
- Employees or insiders causing damage to the system's data, either purposefully or mistakenly. The solution is to train the employees or stakeholders to become more efficient in using the system and learn the meaning of "social engineering cyber security".
- Lack of resources: when the project has limited resources (financial, humans, etc.), it will affect and stop the project progress. The best solution for this risk is to put additional resources in case the project needs some additional resources.
- The risk related to how effectively consumers begin to utilize the Real estate system, in addition to how many people pay to the premium plans. This risk, in my opinion, is the most dangerous risk that has the highest impact on the system because the system profit is related to membership plans. The solution to this risk is to set up and implement marketing strategies to increase awareness of the system and how to use it.
- Finally, risks that are related to security (data breach, security, etc.) which make the user's sensitive data in danger and negatively affect the reputation of the system. The solution is to do frequent maintenance and monitoring of the system's security.

Cost And Revenue Analysis

- Development Costs

Costs	Price
2 Front and 2 backend developers	Front end developers (500 JOD per developer) and backend (700 JOD per

	developer) = 2400 JOD per month until the end of website the development.
Database administrator for database setup and management	500 JOD per month.
User-to-user instant messaging tool.	1000 JOD (one-time tool Cost).
Front end, backend, database tools.	2000 JOD (one-time tools cost).
One UI and One UX designers.	Each designer = 700 JOD = 1400 JOD per month.
Two Quality assurance and testing web	Each quality assurance 500 JOD= 1000 JOD per month.
Servers' setup and management	700 JOD per month.
Domain name setup and hosting	300 JOD per month.
Security tools and platforms	4000 JOD per year. (Yearly subscription)

- Marketing costs

Costs	Price
Social media ads and marketing	1000 JOD per month
SEO optimization	1000 JOD per month.
Promotional events and collaborations	4000 JOD per event. (nearly each six months = 1 big event)

- Continuous Costs

Cost	Price
Website maintenance	5000 JOD per year
Website monitoring (related to security)	1000 JOD per year
Website updates and improvement	5000 JOD per year

- Revenue: As I said before the main revenue is from the subscription plan which includes:

Subscription plan category	Price per month
Basic	6.38 JOD (equal to 9\$)
Pro	13.47 JOD (equal to 19\$)
Business	70.17 (equal to 99\$)

The estimated revenue of this system for three years is **439,634 JOD** without estimating costs and **223,286 JOD** with estimating costs such as: development costs, marketing costs, and continues costs. These estimates are based on these assumptions:

First Year Users

Subscription Plan	Number of user (Expected users)
Basic	500
Pro	250
Business	50

With:

- Yearly User rate of growth:
- 20% yearly user growth.
- And Retention Rates 70 % for each subscription plan.

More details are available in the economic feasibility study.

Benefits

Tangible:

- Subscription revenue growth: The only way that directly gain profit for users from membership plans (premium subscriptions).
- Increased ROI from Marketing Investment: Effective marketing strategy can bring a greater number of consumers and subscriptions.
- Decrease the operational costs.
- When the user population expands, developing a system that expands effectively may result in reduced infrastructure and server scalability cost.

Intangible:

- Increase the user's satisfaction (easy- to-use system).
- Increase the reputation of our system (modern and marketing strategy).
- Enhance the user experience (easy to use and user-friendly system).
- Enhanced relationships with customers.

Alternative solutions

There are many alternative solutions that can help in this project such as :

- We can reduce the costs of implementing and developing the system (hiring experienced developers and software licenses) by making partnership with software development firm.
- Or we can implement "open source" collaboration by enabling many developers to contribute to the system implementation.
- Create courses for the system that teach users on the latest trends in managing properties, and real estate trading techniques. This provides an opportunity to present the system as a teaching resource.
- Develop a website to facilitate communication between users and effortless manage properties and user accounts and subscription plans to get better

advantages on the website. The website must be secured, scalable, user friendly, and easy to use to gain user attention. (Recommended)

Recommendation

I personally recommend accepting and continue the proposed easy to use, scalable Snap state system and build the website, because it offers various features such as facilitate the communication between users, gives the user the ability to manage his properties, search for properties to buy, and membership plans for premium features which give a competitive advantage inside the real estate management industry.

The website with communication feature will be unique specially in Jordan because there is no website, platform that specializes in real estate property management and communication. So, it will give us additional advantages in the market and overcome our market competitors and gain more profit.

Justification

I recommended the proposed system because it has many features:

- First platform that contains user friendly communication between user in real estate sector in Jordan which gives as an opportunity to become popular faster than any other solution related to real estate platform.
- Easy to use: Develop an easy-to-use system can attracts the users to use and subscribe to the system and gives “user satisfaction.”
- Scalability: Develop a scalable system can also give the user satisfaction and business growth by providing new services in the future.
- User experience: Providing user experience makes it easier for users to use the basic functionalities of the system such as list their properties, buy properties, and manage their membership plans. This will lead to a better income and an increased reputation in the market.
- Secure and reliable.
- Lastly, Snap state system seeks to revolutionize the management of properties by giving owners of properties with a modern, effective, and user centric system in a constantly evolving real estate market.