Penaty

"Trusted renting"

Intro & Goal

Our goal is to make Penaty the destination where one is able to rent and lease housing as easily as possible and without worrying about fraud and looting. Many such services focus on the owners and forget that without business customers they will not succeed. Penaty is a client oriented service, a place to find housing even in extreme conditions.

Who's it for?

1. **Customers** - people who for one reason or another are looking for housing. Now the type of clients in Ukraine has shifted to internally displaced persons who, fleeing the war, are trying to find a roof over their heads for adequate money
2. **Property owners** - people that want to get money for people renting their property

Why build it?

1. It's something we personally will enjoy using
2. This is what people will need now and in the future
3. The number of customers in the first days of the war increased to the skies and even after the war, people will begin to move to other regions of Ukraine and the service will always be in demand
4. Monetization opportunities in advertising and/or percent from a deal
5. Tech-risk very low

What is it?

Glossary

1. **Post** - add your housing to a service platform
2. **Like** - add option to Favorites
3. **Report** - leave a comment about ad or its owner
4. **Index View** - homepage of Penaty
5. **Detailed View** - permalink page for each housing option
6. **Profile View** - user profile page
7. **Search view** - page with list of accommodations to rent
8. Shelters view - page with list of free housing

User Types
1. **Non-Registered Viewers** - people that have no yet registered
2. **Registered Viewers** - people that have registered and can report posts
3. **Registered Owners -** people that have registered and can create posts
4. Admins - people who analyze the reports and work on site maintenance

Index View
Index view is a page that gives the user the choice of which functionality he needs. In general, the user does not have to be registered to successfully rent an apartment or find shelter. Here you can choose a city, go to shelters, view apartments on the map and see hot deals.

Search View
The page that most users will go to after clicking the "Search" button on the main page is the search results for available accommodation options on request in Lviv. So you can identify three main components of this page - a map, a list of available options and a tab with filtering.

Detailed View
The page, which the user gets if he / she is interested in the apartment and wants to know more about it, namely the page of a separate available apartment. There are a lot of ideas for this page, including the possibility to book an overview of the apartment, tags that would allow the user to quickly understand the main aspects of the apartment, the ability to complain about ads if you know something about the owner, reviews from real people, etc.

Posts
Each post must contain:
1. **Price** - mentioned in UAH
2. **Address** - accurate with number of building
3. **City area and city name** - to check prices in the area
4. **Floor number** - needed for filtering
5. **Number of rooms** - needed for filtering
6. **Accomodation area** - needed for filtering
7. **Brief description** - for user better understand what they are going to rent
8. **Comments** - number of comments for that ad (maybe with profile pics of those that commented)
9. **Owner entity** - to show owner rating and his contact info

Comments

Every ad has a comment feed. Each comment includes:
1. **Comment Text** - what user liked or what user thinks should be reported
2. **Submitted By** - user name that commented

Registration

Every user must register with Gmail, pulling in the following information:
1. Name
2. Profile Pic
3. Email address
4. Phone-number (if available)

Additionally, they must also provide:
1. Phone number (if not available in Gmail)

Brainstorm Ideas

1. **Virtual flat tour**
2. **Related comments**
3. **Algorithmic reports checking**
4. **Algorithmic Ranking of ads**
5. **Algorithmic top ads**
6. **Algorithmic housing checking (sq meters, photos, etc)**

Competitors & Product Inspiration

1. dom.ria - Ukrainian site for selling and renting all types of real estate from individuals, developers and real estate agencies, the site ranks 27th in popularity in the Ukrainian segment of the Internet.
2. flatfy.ua - site, mentioned earlier, is an international vertical real estate search engine.
3. olx.ua - online advertising platform that brings people together to buy, sell or share goods and services. As of 2018, 1.5 million sellers have been registered on the site, more than 11 million ads have been placed and about 100 new ones are being added every minute.


Seeding Users & Content

Owners will be divided into realtors and homeowners who want to rent out their homes quickly and without payment to others. Of course, among the owners will be fraudsters who will spam the site with fake ads and our task in the future will be to combat this. Users will also have a ranking system in the future, which will not allow unscrupulous people to damage other people's property.
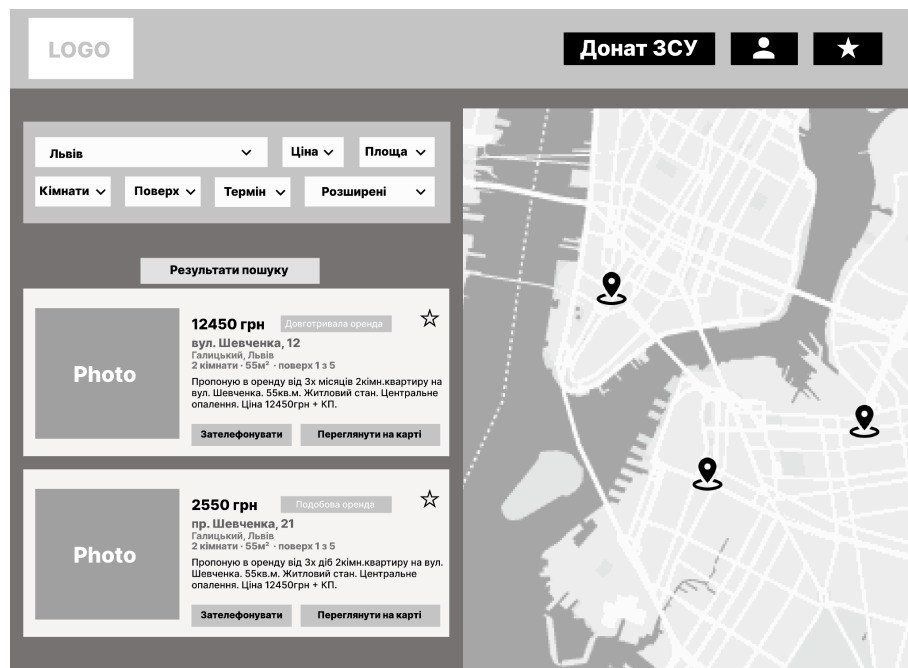
Mockups

Index View

Detail View
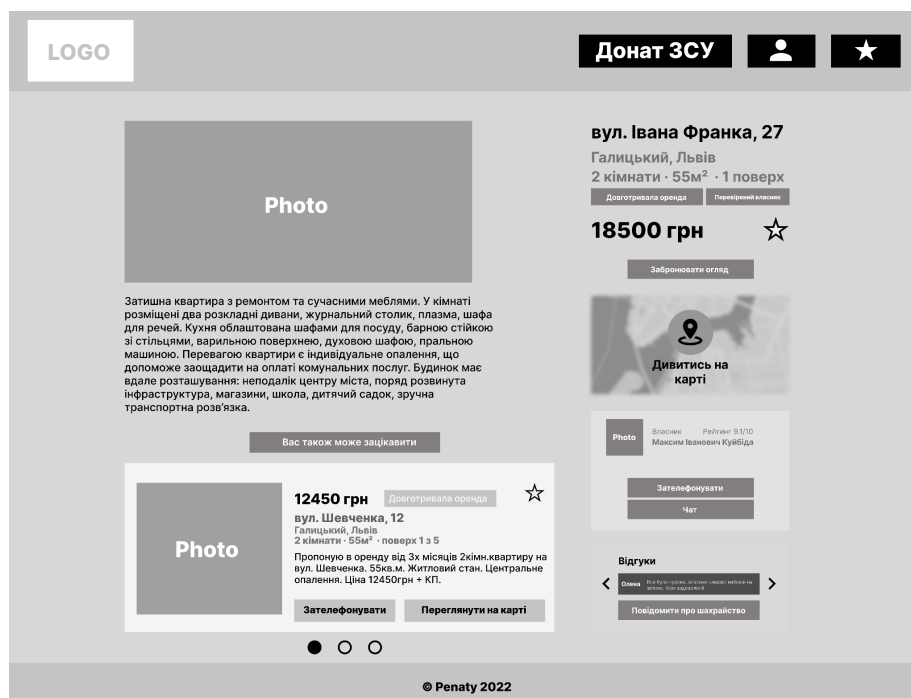
Search View

Tech Notes

Models
- User
  - user_id
  - name
  - username
  - image
  - headline
  - email
  - phone_number
- Post
  - user_id
  - price
  - address
  - aity area and city name
  - floor number
  - number of rooms
  - accomodation area
  - brief description
  - comments
- Comment
  - user_id
  - body

Go to Market

1. **Engage/Recruit Influencers** - make them feel part of the product's success and design
   a. Ask for direct product feedback
   b. Feedback on blog post/press release
2. **Social media ads** - as we saw, huge amount of customers are 20-40 years old, that means Facebook and Telegram are the places they spend their free time
3. **Billboards and Public transport** - still the service is not a new one, so every person should know something new came up

Future Ideas

1. **Mobile** - the site should be responsive and adapt to a mobile interface but mobile usability isn't necessary for v1.
2. **Page with news and interesting insights** - owners and realtors can share their observations, as well as site and market analytics will be useful for both owners and users looking for housing
3. **Add more cities and options for renting** (houses, offices, etc)
4. **Artificial intelligence or algorithms to check the ad and the owner to check for fraud at the earliest stage.** Ideally, verification of property in the state register.
5. **Well-thought-out system of ratings and reports**