

Assumption: Using a web-based rental management system with customer relationship management (CRM), with the RentSpace for property listings and searches, will help landlords, property managers, and tenants streamline rental processes, improve communication, ensure transparency, and simplify property search.

Will landlords/Property Managers and tenants use the system?

USABILITY

Objective 1: Determine if landlords/property managers will list their properties and if tenants are willing to search and apply through RentSpace.

KPIs:

- Number of listed properties
- Number of tenant searches/inquiries
- Active user accounts (landlords + tenants)

Will the system improve efficiency, transparency, and satisfaction?

IMPACT

Objective 2: Assess if the system reduces manual work for landlords, provides transparent transactions, and makes property searching/renting easier for tenants.

KPIs:

- Faster rental processing time
- Reduced vacancy periods
- Accuracy rate of financial records

Are landlords/property managers willing to pay for the system?

VALUE

Objective 3: Determine if landlords/property managers are willing to pay for the system (subscription or listing fee).

KPIs:

- Number of expressed interests to subscribe
- Average subscription/listing fee amount
- Percentage of repeat/renewal subscriptions