



F4Prop

Helping users find their next dream home



Understanding the problems

01 Real estate is actively changing


02 Can be due to various factors

03 Will always have a relevant market



Project objective

To help public users understand and predict the changing costs of real estate based on specific factors





Target audience

- Homeowners
- Potential homebuyers
- Market analysts
- General public





Persona 01

Wendy Writer

As a homeowner and landlord, Wendy wants to be able to check the market value of her multiple properties in order to advertise her homes at a fair price for potential tenants.





Persona 02

Berry Brooks

Berry is looking to settle his family down in a relatively peaceful neighborhood and humble home. Because of his limited budget, he needs to understand the past and current state of his potential area so he doesn't make a poor investment in the future.





SWOT Analysis

Strengths

- Educate the general public on real estate influencers

Weaknesses

- More informed decisions may cause more dynamic/drastic market changes

Opportunities

- Market analysts can use as a tool to extrapolate data

Threats

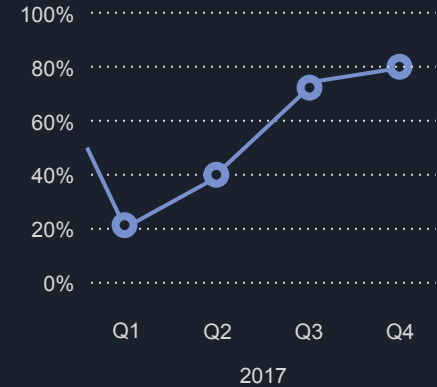
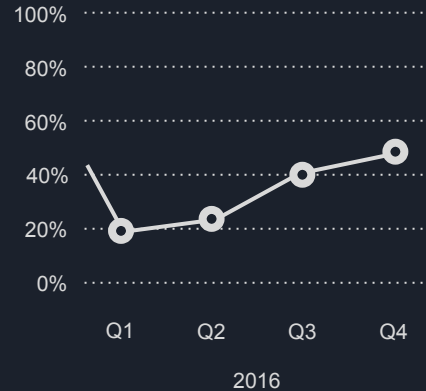
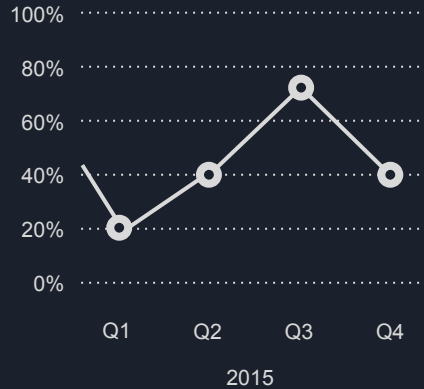
- App may influence market in a way that is hard to predict - undoing its own making

Market trends - Factors influencing real estate

Crime

Homeless shelters

Transportation (bus stops)

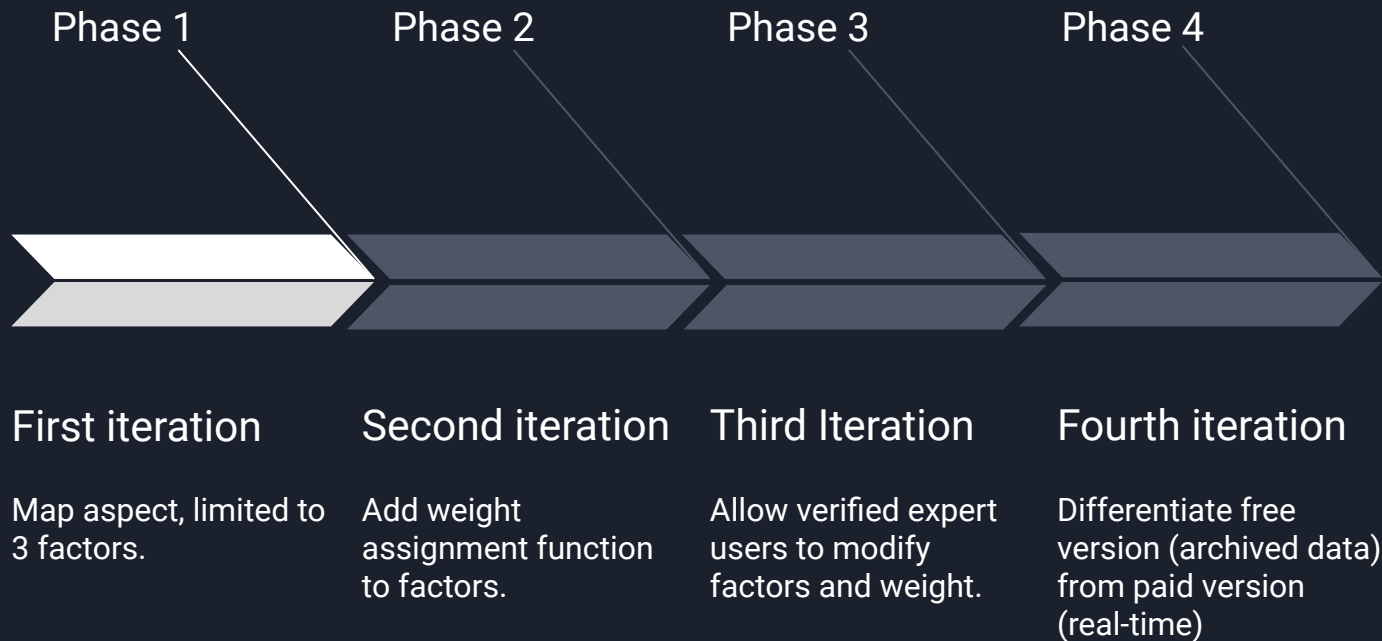


Introducing: F4Prop





Scalability and future updates





Thank you!

