Here’s a detailed **Planning and Design Guide** for your RealForGood real estate portal. This phase sets the foundation for development and ensures your goals are aligned with user needs and technical feasibility.

**🧭 1. Project Planning Overview**

**Objectives**

* Build a scalable, mobile-first real estate portal for East Africa.
* Support two user types: **Agents** and **Buyers**.
* Enable listing, searching, saving, and contacting features.

**Target Markets**

* Kenya, Tanzania, Uganda, Rwanda, Ethiopia
* Urban and peri-urban areas with growing property demand

**👥 2. User Personas**

**Agents**

* Real estate professionals or landowners
* Needs: Easy listing tools, analytics, lead management

**Buyers**

* Individuals or families looking for property
* Needs: Search filters, map view, favorites, contact options

**🧩 3. Feature Planning**

**Agent Features**

* Profile creation
* Add/edit/delete listings
* Upload photos, videos, documents
* View inquiries and analytics
* Payment options for featured listings

**Buyer Features**

* Search with filters (location, price, type)
* Map view
* Save favorites
* Contact agents
* Receive alerts for new listings

**🎨 4. Design Planning**

**Wireframes & UI Mockups**

* Home page with search bar
* Listings grid with filters
* Property detail page
* Agent dashboard
* Buyer profile and saved listings

Would you like me to generate wireframes or visual mockups for these screens?

**🏗️ 5. Technical Planning**

**Architecture**

* **Frontend**: React.js or Flutter
* **Backend**: Node.js or Django REST API
* **Database**: PostgreSQL or Firebase
* **Hosting**: AWS or Google Cloud
* **Maps**: Google Maps or OpenStreetMap
* **Payments**: M-Pesa, Airtel Money

**Security**

* SSL encryption
* Role-based access control
* Data validation and sanitization

**📅 6. Planning Timeline**

| **Month** | **Milestone** |
| --- | --- |
| 1 | Requirements gathering & wireframes |
| 2 | UI/UX design & tech setup |
| 3-4 | MVP development |
| 5 | Testing & feedback |
| 6 | Launch & marketing |

**📂 7. Documentation & Tools**

* **Project Management**: Trello or Notion
* **Design**: Figma or Adobe XD
* **Version Control**: GitHub
* **Communication**: Slack or WhatsApp

Would you like me to generate a **wireframe set**, a **Notion board template**, or a **Figma design file** to help you move forward with the design phase?