1. Target User

All individuals in the Philippines who want to buy, sell, rent, or browse properties, including:

- First-time homebuyers

- Experienced investors

- Sellers looking to post their property

- Renters searching for affordable or premium options

- Casual browsers/window shoppers exploring the market

Goal: Make Domana the go-to platform for anyone interested in real estate, regardless of intent, location, or budget.

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2. Core Jobs-To-Be-Done

1. Allow anyone to quickly find properties with clear, relevant details (location, price, type).

2. Give sellers and agents a simple way to post and share property listings that are trustworthy and visually appealing.

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3. Success Metric

- 50 engaged users per week within the first 60 days post-launch using search, browsing, or listing tools.

- 25% returning users in that same period.

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4. The 3 Screens to Ship First (Microscopic Scope)

Screen	Purpose	Minimum Features for v0.1

Home/Search Screen	Browse and discover properties instantly	- Search bar (location-based) - Filters: price, property type, bedrooms - Card-style previews (photo + price + location)
Property Details Screen	Showcase the full listing	- Photo carousel - Price, size, location, property type - Short description - Contact link for seller/agent
Listing Creation Screen	Let sellers/agents post listings	- Upload up to 5 photos - Fill property details (price, size, type, description) - Contact info field

5. Scope Fit for Solo Build

- Skip advanced features like payments, in-app chat, and automated verification in v0.1.

- Use a small set of real and sample listings to populate the app.

- Keep backend simple — property posting + search functions only.