House Hunt : List of Customer Needs

The customers for the HouseHunt platform can be categorized into two main groups:

* Property Seekers (Buyers & Renters)
* Property Sellers (Agents, Landlords, & Developers)

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| **#** | **Requirements** | **Property Seekers (Buyers & Renters)** | **Property Sellers (Agents, Landlords, & Developers)** |
| 1 | **Ability to create an account**  Users can create an account by providing personal or business details, such as name, email, phone number, and property preferences. | Yes | Yes |
| 2 | **Ability to delete the account**  Users can securely delete their accounts if they choose to discontinue using the platform, ensuring the removal of personal data. | Yes | Yes |
| 3 | **Ability to modify account information**  Users can update their account details, including contact information, password, and property preferences. | Yes | Yes |
| 4 | **Ability to search and filter properties**  Property seekers can browse listings and filter results based on price, location, property type, size, and other custom search criteria. | Yes | No |
| 5 | **Ability to view property listings**  Users can access detailed property information, including high-resolution images, pricing, location, and amenities. | Yes | No |
| 6 | **Ability to save favorite listings**  Property seekers can save property listings to their account for future reference and comparison. | Yes | No |
| 7 | **Ability to schedule property visits**  Users can request property viewings and set up appointments with sellers or real estate agents through the platform. | Yes | Yes |
| 8 | **Ability to send secure messages**  Buyers and sellers can communicate securely through an in-app messaging system to negotiate deals or request additional information. | Yes | Yes |
| 9 | **Ability to receive market insights**  Property seekers can receive alerts about market trends, price changes, new listings, and competitive analysis. | Yes | No |
| 10 | **Ability to use mortgage & financial tools**  Buyers can calculate mortgage estimates, compare loan options, and check eligibility for financing. | Yes | No |
| 11 | **Ability to create & manage property listings**  Sellers and agents can list new properties, edit existing listings, and remove outdated listings as needed. | No | Yes |
| 12 | **Ability to upload property images & details**  Sellers can add high-quality images, detailed descriptions, and other essential property attributes. | No | Yes |
| 13 | **Ability to manage inquiries & messages**  Sellers can receive and respond to buyer inquiries, track responses, and manage communication history. | No | Yes |
| 14 | **Ability to promote listings**  Sellers can purchase premium options to highlight their property in search results and increase visibility. | No | Yes (Paid) |
| 15 | **Ability to view listing analytics**  Sellers can track engagement metrics, including the number of views, inquiries, and interactions with their property listings. | No | Yes |
| 16 | **Ability to manage appointments**  Sellers and agents can confirm, reschedule, or cancel property viewing requests from interested buyers. | No | Yes |
| 17 | **Ability to run targeted advertisements**  Sellers and real estate agencies can create and run paid advertisements to promote their listings and services. | No | Yes (Paid) |
| 18 | **Ability to handle payments for listings & ads**  Sellers can make payments for premium listings and advertisements directly through the platform. | No | Yes |
| 19 | **Ability to access legal & compliance support**  Sellers can get assistance with real estate regulations, legal documentation, and compliance-related queries. | No | Yes |
| 20 | **Ability to integrate real estate listings**  Agencies can bulk-upload and manage multiple property listings through API integrations or manual entry. | No | Yes |
| 21 | **Ability to provide mortgage pre-approvals**  Mortgage lenders can integrate their services to allow buyers to get pre-approved for financing. | No | Yes |
| 22 | **Ability to advertise & partner with the platform**  Real estate agencies and mortgage lenders can purchase advertising slots and collaborate with HouseHunt for promotional campaigns. | No | Yes (Paid) |