HouseHunt: List of Internal User Needs

**Product Development Team**

* Ability to log in
* Ability to manage platform features and enhancements
* Ability to track and resolve technical issues
* Ability to deploy system updates and patches
* Ability to conduct system performance monitoring
* Ability to integrate third-party APIs

**Sales & Partnerships Team**

* Ability to log in
* Ability to onboard and manage real estate agencies and partners
* Ability to track partnership performance and engagement
* Ability to negotiate and manage premium listing contracts
* Ability to generate reports on partner engagement and revenue

**Marketing Team**

* Ability to log in
* Ability to create and manage advertisements
* Ability to update and optimize marketing content
* Ability to analyze user engagement and platform traffic
* Ability to run promotional campaigns for property listings
* Ability to track ad performance and return on investment (ROI)

**Financial Team**

* Ability to log in
* Ability to manage subscription plans and pricing
* Ability to process premium listing payments
* Ability to track and analyze revenue streams
* Ability to issue refunds and manage financial disputes
* Ability to generate financial reports and projections

**Compliance & Legal Team**

* Ability to log in
* Ability to review and approve property listings for legal compliance
* Ability to monitor user activity for fraudulent behavior
* Ability to enforce platform terms and conditions
* Ability to handle legal disputes and compliance issues
* Ability to ensure adherence to real estate regulations

**Customer Support Team**

* Ability to log in
* Ability to manage and respond to customer inquiries
* Ability to track and resolve user issues through a ticketing system
* Ability to provide guidance on platform usage
* Ability to escalate unresolved issues to the technical team
* Ability to manage and maintain FAQ and support resources