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TASK 2

Create a Product Idea and Prototype



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Product: Smart Builders

Introduction:

The proposed product aims to develop a web application that streamlines the construction process and overcome challenges faced by homeowners and construction professionals. It addresses the problems of project management, cost estimation, progress tracking, and task assignment, providing stakeholders with real-time information and facilitating informed decision making.

Problem Statement:

The construction industry is one of the most growing industries of Pakistan, and it's one of the most investable industries. Our main motive of our Web-App is to give the real time tracking to the house owners or contractors who are managing 10 constructions at the same, it will be easier for them manage all the constructions sitting at one place and track their progress at once, and for the house owners to prevent their headache talking to different contractors, they will get the real time tracking progress at once and even if they are out of city it will be easier for them to manage it. This project aims to address these issues by developing a web application that empowers homeowners and contractors to manage construction projects seamlessly, leading to timely completion, cost control, improved communication, and a hassle-free construction experience.

Target Audience:

This web application will be used by homeowners, construction professionals, and contractors who are involved in managing construction projects. These users seek to streamline their project management processes, gain real-time insights, and maintain better control over their construction projects.

User Personas

User 1

Homeowner: Binod

Age: 35

Occupation: Marketing Manager

Pain Points:

- Want to build their first house but worried of fraud
- Overpricing of goods and labor
- Price Gouging
- Completion of project on time

Goals:

- To oversee the construction of her new home without constantly visiting the site.
- To stay updated on project progress and budget status.
- To ensure timely completion and quality work.

Challenges:

- Lack of time to manage the construction process due to her busy work schedule.
- Difficulty in communicating effectively with contractors.
- Concerns about staying within the budget and avoiding scams.

Needs:

- A user-friendly platform to track progress, manage tasks, and monitor expenses.
- Real-time updates and notifications to stay informed.
- Easy access to project documentation and communication tools.

Scenario:

Binod Sharma is a 35-year-old marketing manager at a busy advertising firm in Lahore. With a demanding job that requires long hours and frequent meetings, He finds it challenging to balance his professional responsibilities with personal projects, such as the planned renovation of his family home.

He has decided to renovate his house to create a more comfortable living space for his growing family. However, given his tight schedule and lack of experience in construction, he is concerned about managing the project efficiently and ensuring that the work is completed on time and within budget.

Upon learning about Smart Builders, He sees an opportunity to simplify the renovation process. He quickly signs up for the platform and sets up his project. From his office, He uses Smart Builders to:

- Monitor Project Progress
- Manage Budget
- Communicate with Contractors

User 2

Contractor: Ali Raza

Age: 45

Occupation: Construction Contractor

Goals:

- To manage multiple construction projects simultaneously.
- To ensure that tasks are assigned and completed on time.
- To maintain clear communication with homeowners and workers.

Challenges:

- Difficulty in keeping track of tasks and deadlines for various projects.
- Managing workforce and resources efficiently.

- Ensuring transparency and trust with homeowners.

Needs:

- A centralized platform to manage all ongoing projects.
- Task management tools to assign, track, and complete tasks efficiently.
- Communication tools to facilitate smooth interactions with clients and team members.

Scenario:

Ali Raza is a 45-year-old construction contractor based in Karachi. With several ongoing projects and a sizable workforce, Ali often finds it challenging to keep track of tasks, deadlines, and resources. Additionally, he needs to maintain transparency and trust with his clients, ensuring that homeowners are well-informed and satisfied with the progress of their projects.

Using the platform, Ali can:

- Centralized Project Management
- Efficient Task Management
- Real-Time Communication

Features:

Dashboard

Project Summary:

- Provides an overview of all active and completed projects.
- Displays key metrics such as project status (active/completed), start date, end date, and overall progress percentage.
- Enables quick access to detailed project information.

Budget Summary:

- Summarizes the total budget allocated for all projects.
- Shows budget usage including expenses logged and remaining budget.
- Helps users monitor financial health across projects at a glance.

Task Summary:

- Lists tasks across projects, categorized by status (pending/completed).
- Highlights critical tasks and overdue deadlines for proactive management.
- Facilitates efficient task prioritization and assignment.

Progress Summary:

- Provides real-time updates on project progress through visual indicators like progress bars or charts.
- Allows stakeholders to track milestones achieved and upcoming deadlines.

- Enhances transparency and accountability in project execution.

Prototype:

Home Our services About us Login

Welcome to smart Builders

Sign up

Enter

Home Our services About us Login

Welcome to smart Builders

Are you...

Client

Contractor

Home Our services About us Log In

Sign up

Welcome to smart Builders

**Simplify
Construction with
SB**

Effortlessly manage your construction tasks with our user friendly system

Get Started



Dashboard projects Messages Notificationst Profile Log Out

Search

Enter

Record

Milestones

Report

Credit

Market Prices

Project Summary

Budget Summary