

Module 3: Assignment

1. Increasing CTC's Market Share by 15%

To increase market share by 15%, CTC Realty can implement the following strategies:

- **Strengthened Digital Presence:**
 - To enhance our online presence, we should focus on optimising the website for search engines, which will help us attract more organic traffic. Additionally, leveraging social media platforms can be a great way to engage with potential buyers and sellers effectively. Lastly, implementing targeted digital advertising campaigns will further boost our outreach and connect us with our audience.
- **Exploring the Geographic Reach:**
 - Focus on identifying and pursuing new regions and markets with high growth potential.
 - Collaborate with local real estate agents to expand the network.
- **Improve Customer Experience:**
 - Improve the buying and selling experience by implementing a comprehensive self-service website that allows users to navigate the process easily.
 - ◦ Ensure outstanding customer support by offering a dedicated team that responds to inquiries promptly, addressing client concerns with professionalism and care.
 - ◦ Expand service offerings by including value-added options such as property management services to assist property owners in maintaining their investments, as well as rental assistance to help potential tenants find suitable housing options.
- **Data-Inspired Decisions:**
 - Leverage customer data to uncover key trends and preferences, enabling a deeper understanding of our audience.
 - Utilize these insights to enhance marketing strategies and establish more competitive pricing to drive better results.

2. Appropriate Model for Specifying Requirements

A **use-case model** is the most suitable approach for defining the requirements of CTC's processes. This model emphasises the interactions between users and the system, making it ideal for understanding how the system behaves from a user's perspective. Use cases can be utilised to identify both functional and non-functional requirements, as well as to establish the system's boundaries.

OR

A **Use Case Diagram** is a visual model that shows the relationships between actors and use cases. This can be helpful for understanding the overall structure of the system and how different use cases interact with each other.

3. Responding to the 'Make Offer' Process Complexity

To better understand the complexity of the 'Make Offer' process, the following steps should be followed:

1. **Redefine Use Case:** Update the use case to accurately reflect the new requirements, including the possibility of multiple offers, counter-offers, and reverting to 'Available' status.
2. **Discover Additional Functionalities:** Determine any additional functional or non-functional requirements that may arise due to this complexity.
3. **Consider Different Strategies.:** Explore alternative methods to simplify the process, such as implementing a bidding system or a negotiation tool.
4. **Improve the User Interface.:** Design a user-friendly interface that guides users through the complex process and provides clear instructions.
5. **Smooth down the process:** Conduct comprehensive testing to ensure the system can handle the increased complexity and prevent any errors.