



# Understanding Document



**Prepared For:** RENTNOW

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## **1. PRODUCT SUMMARY**

RENTNOW is a next-generation property rental platform designed for the African market, combining features of leading rental platforms like **RentFaster** and **Airbnb** with advanced **AI-driven tools**, **mobile-friendly experiences**, and **region-specific payment integrations**.

The platform focuses on serving **long-term renters**, **short-let travelers**, **landlords**, **real estate agents**, and **diaspora users** who want transparent, fast, and trusted rental processes.

The goal is to solve key problems in the current rental market:

### **Problems Today**

- Lack of verified property listings
- High fraud rates and fake agents
- Inefficient search and communication
- Limited visibility for genuine landlords
- No unified platform for both long-term and short-term rentals
- Limited access to mobile money and African regional payments

### **RENTNOW Solution**

- AI-powered verified rental marketplace
- Secure payments and deposit system
- Transparent ratings for tenants and landlords
- Virtual tours and media-rich property listings
- Interactive map search
- AI-driven conversational search for easier discovery
- Payment and booking tools tailored for African regions

The platform will be deployed as:

- Web Application
- Android App
- iOS App

## **2. STAKEHOLDERS & USER GROUPS**

RENTNOW serves multiple stakeholders, each with their specific needs.

### **A. Tenants (Long-Term Renters)**

- Users searching for homes, apartments, and shared rooms
- Need transparent information, verified listings, safe payments, and easy communication

#### **Key Needs**

- Reliable listings
- Easy search & filters
- Secure deposit payment
- Viewing scheduling
- Reviews to trust landlords

### **B. Short-Let Renters (Tourists, Travelers, Diaspora Users)**

- Book furnished apartments, short stays, vacation rentals
- Often need cross-border payment options

#### **Key Needs**

- Online booking
- Virtual tours
- Fast communication with hosts
- Verified hosts

### **C. Landlords / Property Owners**

- Post and manage rental properties
- Need better visibility and trusted tenants

#### **Key Needs**

- Dashboard to manage listings

- AI to enhance photos/descriptions
- Payment settlement and reporting
- Ratings and reviews for tenants

## **D. Real Estate Agents / Property Managers**

- Professional agents listing multiple properties
- Need performance analytics and communication tools

### **Key Needs**

- Multi-property management
- Chat and appointment management
- Agent profile & verification
- Lead tracking

## **E. Platform Admin / Operations Team**

- Full control over users, listings, payments, and fraud management

### **Key Needs**

- User verification and KYC tools
- Fraud analytics dashboard
- Revenue and financial tracking
- Moderation tools
- Advertising management

## **F. Investors / Business Owners**

- Care about revenue models, scalability, and market coverage

### **Key Needs**

- Monetization plans
- Data-driven analytics

- Regional expansion possibility

## FEATURE LIST STAKEHOLDER WISE

### **1. USER FEATURES**

#### **A. Onboarding & Profiles**

- User registration via email, phone number, Google/Apple
- Profile creation (Tenant, Landlord, Agent, Host)
- Identity verification (KYC)
- Manage personal info, preferences, saved searches

#### **B. Property Search & Discovery**

- Standard search (location, price, type, amenities)
- Advanced filters (furnishing, short-let/long-term, utilities, safety features)
- Interactive Map Search
- Saved searches with notifications
- Property comparison tool
- Recently viewed listings

#### **C. Property Viewing & Media**

- High-resolution photos
- Video tours
- 360° Virtual tours
- Schedule viewing appointments
- Virtual viewing via video call

#### **D. Property Details**

- Comprehensive property information
- Amenities, rules, surroundings

- Reviews & ratings
- Availability calendar for short-lets
- Host/Agent profile with contact options

## **E. AI Features for Users (Phase 2)**

- AI conversational search (“find me a 2-bedroom under \$500 in Nairobi”)
- AI-based recommendation engine (suggests properties based on behavior)
- AI property insights (neighborhood score, safety indicators, demand level)
- AI fraud detection (alerts for suspicious listings)
- AI customer support chatbot (FAQs, process guidance)

## **F. Communication & Engagement**

- In-app chat with landlords/agents
- Option to share property directly in chat
- Real-time notifications (new listing, message, viewing confirmation)

## **G. Booking, Payments & Management**

- Book short-let rentals
- Pay rent deposits
- Mobile money, card, and bank transfer support
- Booking confirmation & digital receipts
- Rental contract templates
- Transaction history view

## **H. Reviews & Ratings**

- Rate landlord/agent
- Rate tenant (for hosts)
- Review moderation
- Public reputation score system

## **2. LANDLORD / AGENT FEATURES**

### **A. Dashboard**

- Add, edit, delete property listings
- Manage availability (short-let calendar)
- Upload images, videos, and virtual tours
- Active/expired listing tracking

### **B. Leasing & Documents**

- Standard rental contract templates
- Upload custom agreements
- Digital signature support (optional)

### **C. AI Tools for Landlords (Phase 2)**

- AI auto-generated property descriptions
- AI photo enhancement
- AI listing “quality score”
- Suggest pricing based on market data
- Fraud detection warnings (fake users, spam messages)

### **D. Financial Tools**

- Payment & deposit collection
- View earnings dashboard
- Export financial reports

### **E. Communication**

- In-app messaging with tenants

- Viewing requests management
- Notification center

### **3. ADMIN PANEL FEATURES**

#### **A. User Management**

- Approve, reject, or suspend users (landlords, agents, tenants)
- KYC & identity verification
- View user activity logs

#### **B. Property & Listing Management**

- Approve or moderate property listings
- Monitor flagged or fraudulent listings
- Manage amenities, region data, pricing categories

#### **C. Financial Management**

- Track all payments, deposits, commissions
- Payout management for landlords
- Refund approvals
- Automated invoice generation

#### **D. Advertising & Monetization Controls**

- Manage featured property packages
- Manage banner ads
- Set pricing plans for listings

## **E. Content Moderation**

- Review user reviews & ratings
- Remove inappropriate content
- Manage reported issues

## **F. AI Features for Admin (Phase 2)**

- AI fraud detection dashboard
  - Fake documents
  - Suspicious listings
  - Bot or spam behavior
- AI insights: platform usage trends, high-demand areas
- AI-powered customer support automation
- Auto-moderation for images (nudity, violence, irrelevant photos)
- AI revenue predictions & listing performance analytics

## **G. Reporting & Analytics**

- User reports
- Property performance analytics
- Region-wise demand data
- Revenue reports
- Search trend insights

## **NEW FEATURE: Agent Profile Pages (Customizable & Shareable)**

### **Agent Profile Page Features**

- Each agent gets a **dedicated public-facing page** within RENTNOW.
- The agent can **share this page** with their own clients or prospects.
- The agent page includes:
  - Agent name and profile photo
  - Agent logo / brand identity
  - Agency or office address & contact details
  - Short bio / introduction
  - Verified agent badge (if applicable)
  - Social media / website links

### **Property Listings on Agent Pages**

- The page displays:
  - Agent's active rental listings
  - Categorized properties (apartments, houses, short-lets, commercial, etc.)
  - Listings matching the client's saved preferences
  - Option for an agent to create and share **Property Collections** like:
    - “Family Homes Under \$600”
    - “Furnished 2-Bedroom Units in Kampala”
    - “Short-Lets in Lagos – December Availability”

### **Agent Subscription Feature**

- Agents can have **limits on the number of customizable pages or collections** based on their subscription plan:
  - Basic Plan → Up to 5 pages
  - Standard Plan → Up to 10 pages
  - Pro Plan → Up to 20 pages
  - Enterprise Plan → Up to 50 pages

### **Customization Tools**

- Change theme colors of the agent page
- Add banner image / cover photo
- Add personalized welcome message for clients
- Choose layout styles (grid, list, luxury view)

## Shareability

- Share via:
  - Link (URL)
  - WhatsApp
  - SMS
  - Email
  - QR Code

## NEW FEATURE: AI-Guided Photo Capture for Property Listing (Phase 2)

This feature helps ensure high-quality and complete listings.

### Smart Photo Capture Assistant

- When a landlord/agent is uploading a property, the app guides them on which photos to take.

### Examples of AI Photo Prompts

For a **2-bedroom apartment**, the app will recommend:

- “Please take **2 photos of Bedroom 1**”
- “Please take **2 photos of Bedroom 2**”
- “Take **at least 2 photos of the Living Room**”
- “Take a clear photo of the **Kitchen**”
- “Please capture a **Street View** for location clarity”
- “Upload a photo of the **Building Entrance**”
- “Add photos of **Balcony**, if available”
- “Take a photo of **Washrooms**”

### AI Validations

- AI checks if photos match the expected room type
- Alerts if:
  - A room photo is too blurry
  - Lighting is poor
  - The room is not properly visible
  - A street view does not match property location
- AI warns if an uploaded image seems:

- Unrelated
- Copied from internet
- Used in another listing (duplicate fraud detection)

### Benefits

- Ensures 100% complete listings
- Reduces fraudulent or incomplete listings
- Helps tenants get more realistic expectations
- Increases landlord credibility

## 4. RECOMMENDED TECHNOLOGY STACK

Below is robust, scalable recommended tech for Web + Android + iOS deployment across Africa.

### A. Frontend Technologies

#### Web App

- **React.js / Next.js** (fast, SEO-friendly, scalable)

#### Mobile Apps

- **React Native** (alternative)

## **B. Backend Technologies**

- **Node.js (Express or NestJS)**
- **Python microservices for AI modules**
- **GraphQL** (optional for flexible search queries)

## **C. Database & Storage**

- **PostgreSQL** (main database)
- **MongoDB** (for fast search indexing)
- **ElasticSearch** (advanced property search & recommendations)
- **AWS S3 / Google Cloud Storage** (media storage)

## **D. AI & Machine Learning**

- **Python + TensorFlow / PyTorch**
- **NLP models (LLMs) for conversational search**
- **Computer Vision models for:**
  - image enhancement
  - fraud detection
  - content moderation
- **Vector DB (Pinecone / Weaviate / Qdrant)** for semantic search

## **E. Map & Location Services**

- **Google Maps API**
- **OpenStreetMap for cost-effective alternative**
- **Mapbox** for interactive map view

## **F. Payments**

- Mobile Money integrations (varies by region):
  - **MTN Mobile Money**
  - **Airtel Money**

- **M-Pesa**
- Stripe / Flutterwave / Paystack (card & bank transfers)

## G. Real-Time Services

- **Firebase / Socket.io** for:
  - in-app chat
  - notifications
  - real-time updates

## H. Cloud & DevOps

- **AWS** (EC2, Lambda, S3, RDS, SES, CloudFront)
- **Google Cloud OR Azure** (alternative options)
- **Docker + Kubernetes** for scaling
- **CI/CD pipelines (GitHub Actions / GitLab CI)**

# Thank You



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