

# Proposal - RentKing 2014

Yoobee School of Design Industry project

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# Executive Summary

Industry project proposal for RentKing property and rental management application. I have decided to create this application as I feel it would be useful for myself and the public. Most competitive solutions available are complex and expensive. I hope to create a simplified application that can compete at an affordable price.

The main objective of the project is to provide the tools for managers/landlords to create and add properties and monitor and inform the tenants who are living in those buildings.

RentKing is also beneficial and convenient for the tenant, as they will be able to submit work orders, contact their managers and view details concerning payments made or to be made. The website will also be used as a simplified accounting and data monitoring solution.

The RentKing application will be developed by Matthew Youngleson from 1 November 2014 - 8 December 2014.

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# Project Description

## Project Purpose

RentKing is a MySQL, php database driven website. The website will provide a simple but effective user interface and tools for property owners/managers and their tenants.

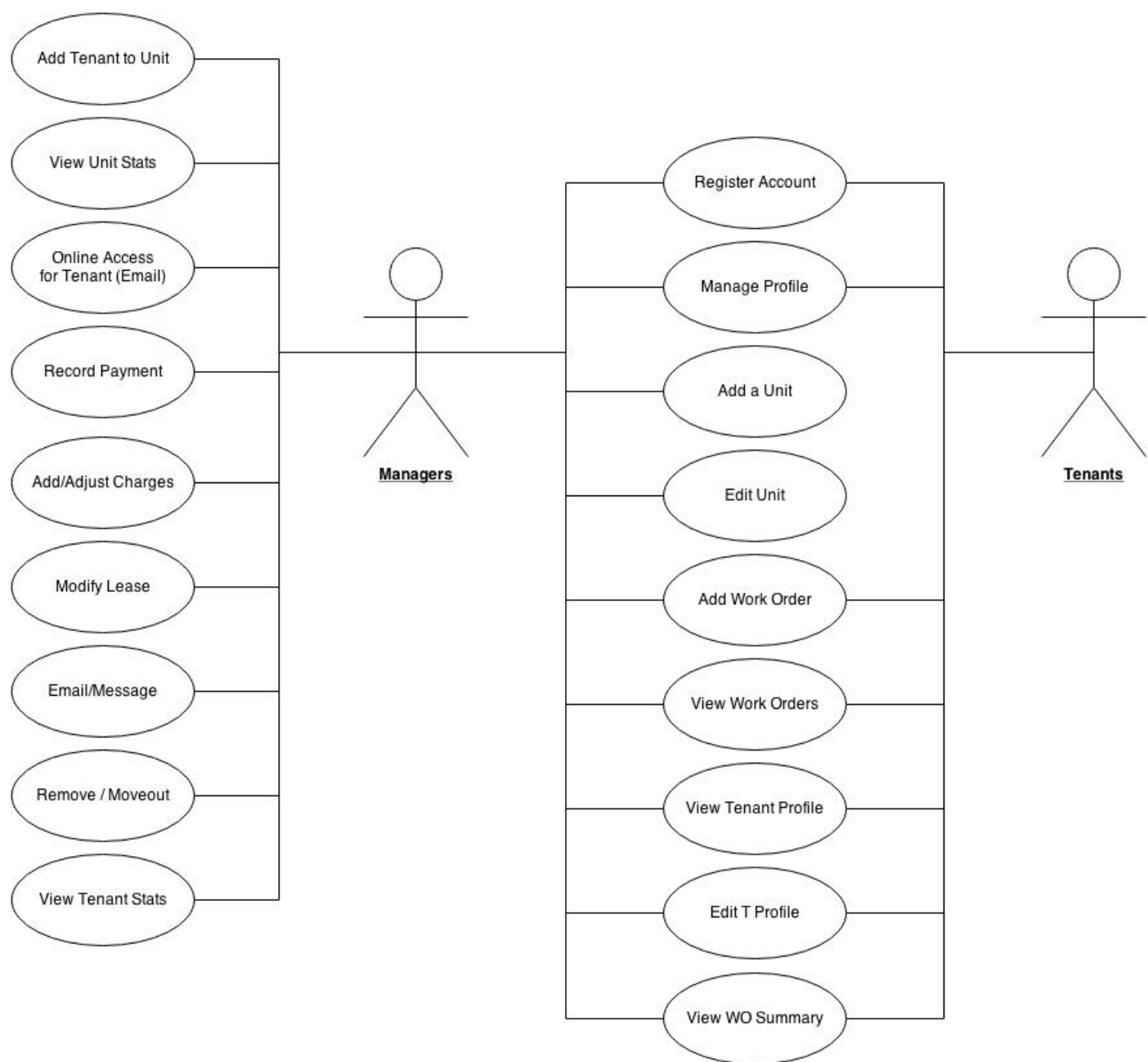
### Managers will be able to:

- Register as a Property Manager
- Add a property entity (Unit)
- Add tenants, and update their details(manual method in case tenant does not register himself)
- Managers will be able to Record Payment;
- Add/Adjust Charges
- Issue Credit
- Modify Lease
- Moveout (tenant)
- View Tenant profile
- Email/message
- Print Statement
- Edit
- Remove
- View Tenant details, name, phone, status, details concerning the account.
- Message Tenant
- View Work Orders (maintenance)

### Tenants will be able to:

- Sign up, login, logout
- View log summary
- View account( Personal Details, Login Credentials)
- Submit Work Order
- View Work Order list
- Billing summary
- View Messages
- Make Payments (future implementation)

# RentKing - Usecase



# Target Audience

## Property Owners:

- Those who own and manage their own rental properties
- Likely more mature demographic
- More willing to purchase services at a premium

## Managers:

- Working on behalf of property owners
- Working professionals, require ease of use, time dependant
- Likely of working age, experienced with similar systems

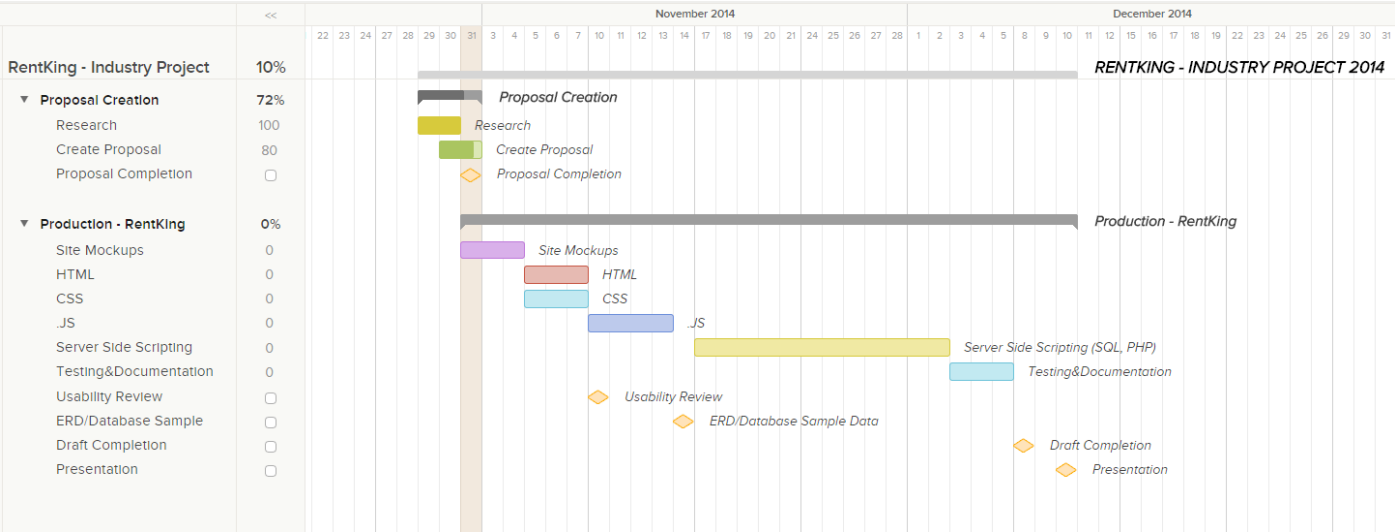
## Tenants:

- Those who rent from owners or interact with managers.
- Likely younger demographic
- They still require an easy to use service, fast and reliant.
- Those tenants who may wish to pay bills online.

# Success Criteria

- Fast page loading speed
- Minimal errors or bugs(does not affect functionality or usability)
- Appealing aesthetic design
- Actions or task can be completed simply with minimal effort
- Website is fluid, flexible and runs smoothly on multiple devices.
- Managers can add, view, update or delete properties or tenants.
- Managers can view account details, logs and data
- Tenants can view Manager info, account summaries, what they owe.
- Tenants can make work orders, managers can view them.

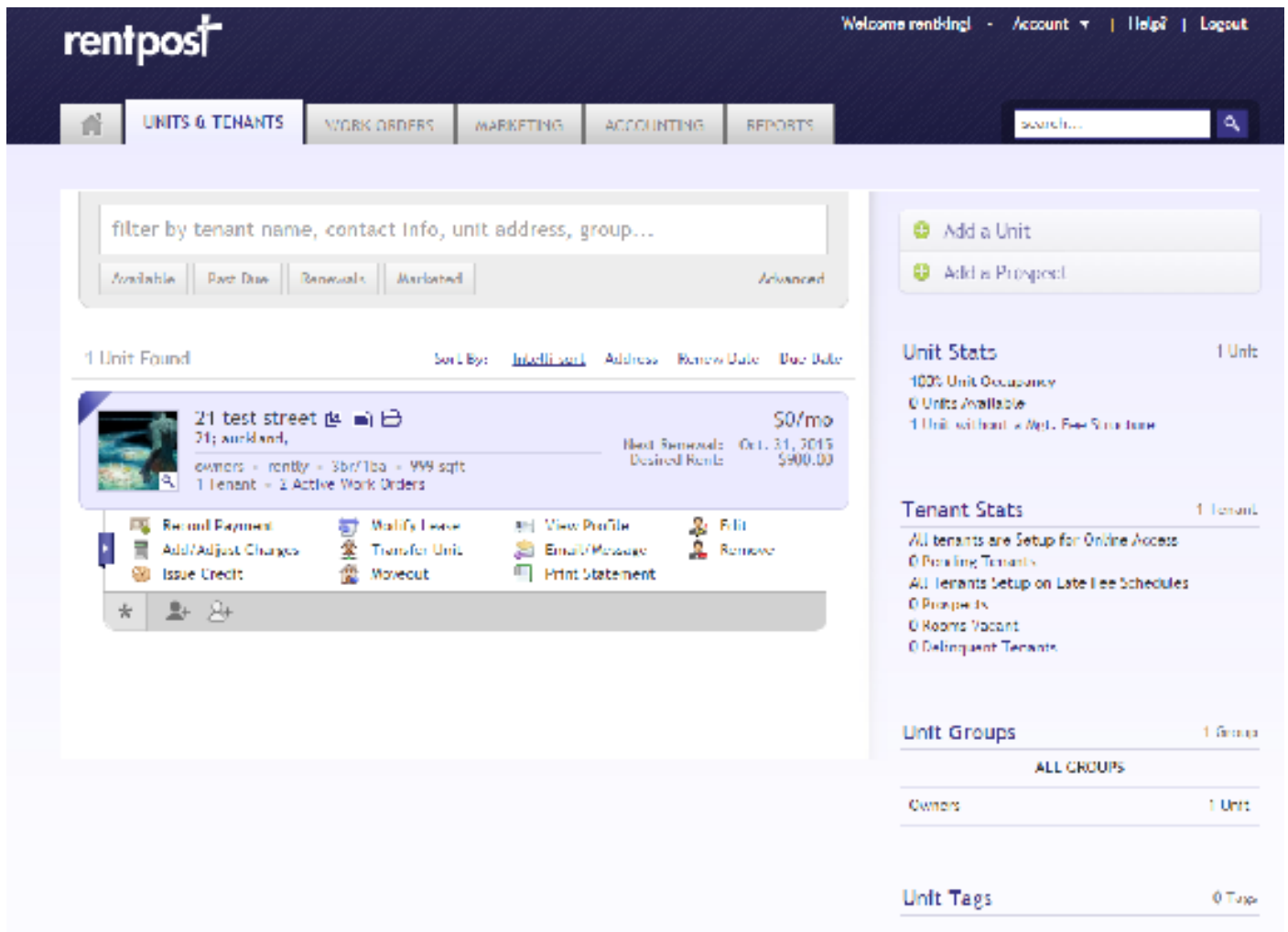
# Timeframe - Major Milestones





# Competitor Analysis

## 1.) rentpost.com



### Positive Aspects:

- Clean UI
- Fantastic UX
- No known bugs
- Does everything expected

### Negative Aspects:

- Paid for Service after 30 days
- May be too complex for average user

# Competitor Analysis

2.) acturent.com

The screenshot shows the Acturent website homepage. At the top, a dark green banner contains the text "We focused on the design and UI Allowing you to focus on things that truly matter" in white. In the top right corner, an orange callout box displays "24/7 Customer Service" and a phone icon with the number "(998) 777-3789". Below the banner, the word "Website" is written in a large, light blue font. To the right of the text is an illustration of a laptop displaying a website interface, surrounded by colorful geometric shapes and clouds. On the left side, there is a vertical list of features: "Accessible" (Access your information 24/7 from anywhere with an internet connection. Quickly and easily view historical data), "Forms" (Preloaded legal forms save you time and money), "Website" (Acturent allows you to build a custom website for your organization at no extra charge), "Tenant services" (Advertise your availability online, accept online payments, online applications, and much more...), and "Service and Support" (From phone support to our online community, we're here to help). To the right of the laptop, there are two columns of text. The first column is titled "Professionally Designed Website" and describes how Acturent provides professionally designed website templates that are fully customizable. The second column is titled "Free With No Limits or Restrictions" and states that there are no limits on the number of pages you can create and no extra charge to create your website.

We focused on the design and UI  
Allowing you to focus on things that truly matter

24/7 Customer Service  
(998) 777-3789

Website

**Accessible**  
Access your information 24/7 from anywhere with an internet connection. Quickly and easily view historical data.

**Forms**  
Preloaded legal forms save you time and money.

**Website**  
Acturent allows you to build a custom website for your organization at no extra charge.

**Tenant services**  
Advertise your availability online, accept online payments, online applications, and much more...

**Service and Support**  
From phone support to our online community, we're here to help.

**Professionally Designed Website**  
Do you want add a website to your organization? Acturent gives you the tools to quickly and easily create an online presence. We provide a number of professionally designed website templates that allow you hit the ground running. The website templates are fully customizable, making it easy to add your personal touch. All accounts start with a basic template and set of pages to get you started.

**Free With No Limits or Restrictions**  
There are no limits on the number of pages you can create and there is no extra charge to create your website. Want to add a blog or news section to keep everyone up to date? We make it extremely easy for you to add any type of content you want.

## Positive Aspects:

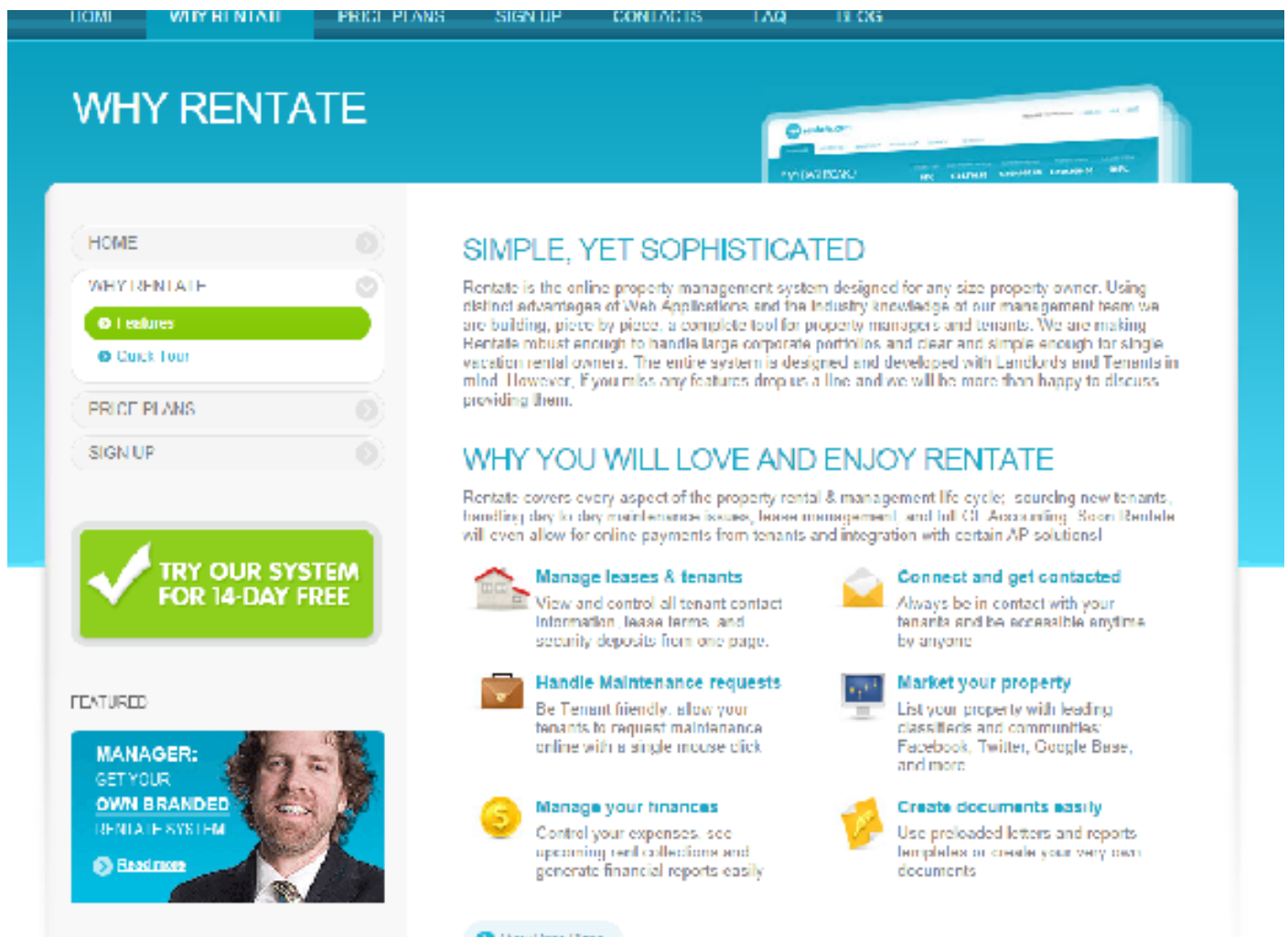
- Good color scheme
- Simplistic easy to use, easy to read
- No known bugs
- Not Bloated

## Negative Aspects:

- Unable to use app without registration for testing.

# Competitor Analysis

## 3.) rentate.com



### Positive Aspects:

- Modern design
- A lot of content and info
- No known bugs
- Free to use option

### Negative Aspects:

- Some images could be updated
- Does appear bloated