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Project Overview

The Problem & The Solution
Competitor Analysis
Key Features
User Research



Problem & Solution

Problem

Keeping track of listings, rent, leases, and maintenance across scattered tools and applications is time-consuming, unnecessarily complex, and often confusing.

Solution

an all-in-one platform covering the entire rental cycle, making property management simple, organized, and professional.

PropEase

PropEase unifies every step of the rental process into one intuitive platform. Reducing manual work, preventing mistakes, and giving complete oversight at a glance. With automated workflows and simple navigation, property management becomes faster, clearer, and effortlessly organized.



Key Features

Smart Property & Tenant Management

Create and manage property listings with ease, share application links, and screen applicants, all in one centralized system that keeps your portfolio organized and professional.

Seamless Leasing & Payment Tracking

Digitally manage leases, renewals, and rent collection. Automated reminders and clear financial dashboards simplify cash flow tracking and prevent missed payments.

Maintenance & Performance Insights

Handle maintenance requests transparently and monitor financial performance with real-time ROI and expense analytics, ensuring efficiency and informed decision-making.

Competitor Analysis



Target Audience	Ease of Use	Ideal Feature Scope	Beginner-Friendly UX
Small-scale landlords	✓	✓	✓
Mid-large landlords	✗	✗	✓
Medium range landlords	✗	✓	✓
Large property firms	✗	✗	✓

PropEase stands out by offering the ideal balance of simplicity, essential features, and a beginner-friendly UX tailored specifically for small-scale landlords. While larger competitors like Buildium, Rentec Direct, and AppFolio provide powerful but complex tools, they often overwhelm users who only need core rental management functions. PropEase fills this gap by delivering the right-sized feature set without the learning curve, making property management accessible, efficient, and easy to adopt.

Method

To understand the workflows and challenges of small-scale landlords, we used a **mixed-method** approach combining **user interviews**, **online surveys**, and **task-based observations**. We interviewed participants with **1–5 rental units** to explore their daily routines, digital habits, and pain points.

We supplemented these interviews with a structured survey to quantify behaviors around listing management, communication, rent tracking, and tool usage. Finally, task observations allowed us to see how landlords navigate current platforms, revealing usability barriers and cognitive overload in real time.

This multi-layered approach ensured we captured both qualitative insights (motivation, frustrations) and quantitative patterns (frequency, tool adoption), creating a solid foundation for PropEase's design decisions.

Results

Our research revealed that small-scale landlords overwhelmingly struggle with **fragmented tools**, **often switching between spreadsheets, messaging apps, and paper contracts** to manage their rentals. **75% reported feeling uncertain** about whether they were “doing things correctly,” especially around lease tracking and maintenance communication.

Participants consistently emphasized that existing platforms were too complex, too expensive, or designed for large property firms, making them difficult to adopt. They also expressed a need for simple onboarding, clear navigation, and automation for repetitive tasks like rent reminders and application management.

These findings validated a strong market gap: landlords want an **easy, organized, beginner-friendly platform**, one that offers the right features without overwhelming them. This insight directly informed **PropEase's focus on clarity, streamlined workflows, and accessible UX**.

Design and Development Plan

Development Timeline

Design Timeline

Technology Stack



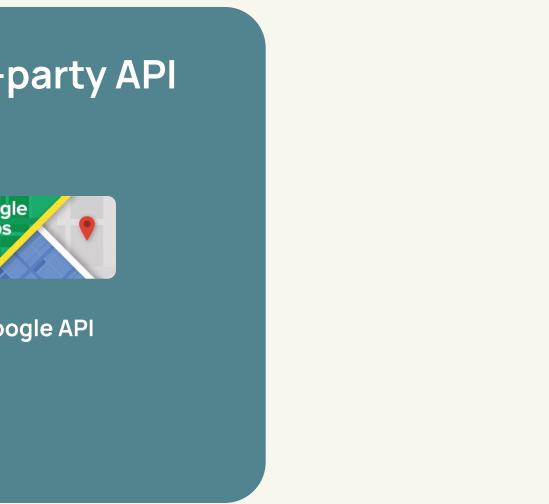
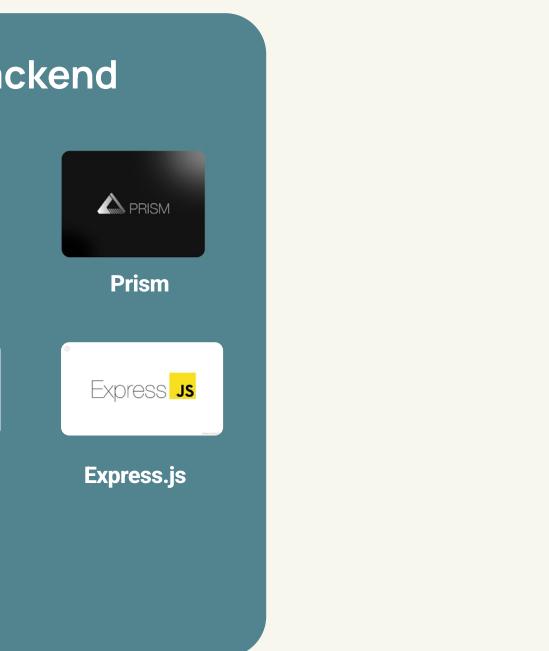
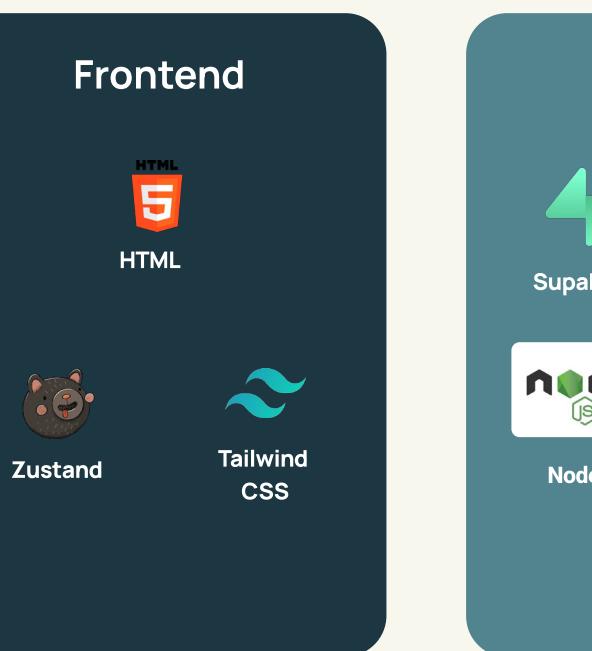
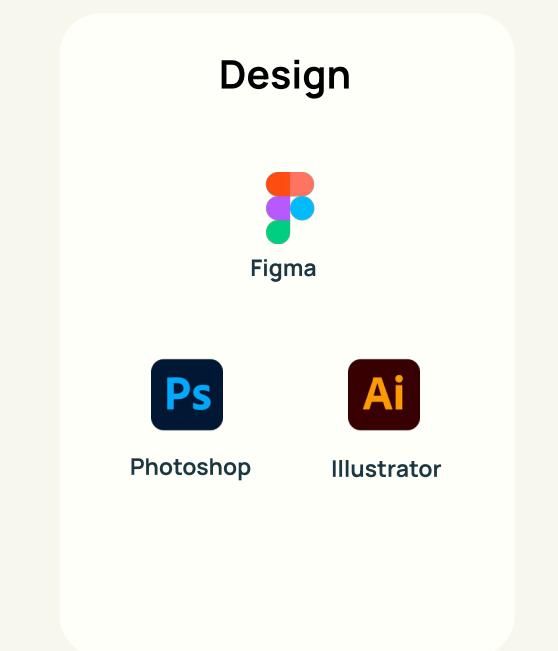
Development Timeline



Design Timeline



Technology Stack



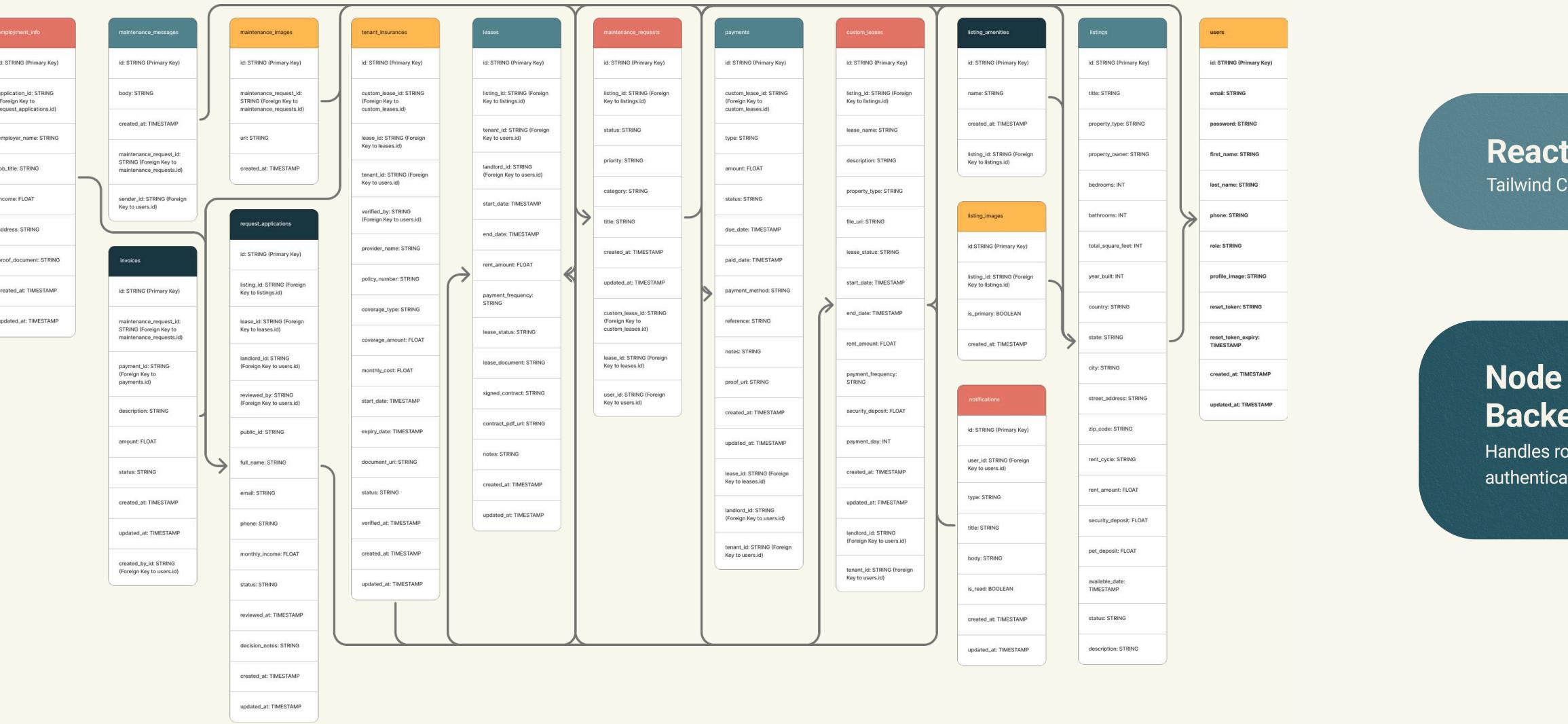
Development Process

Data Model

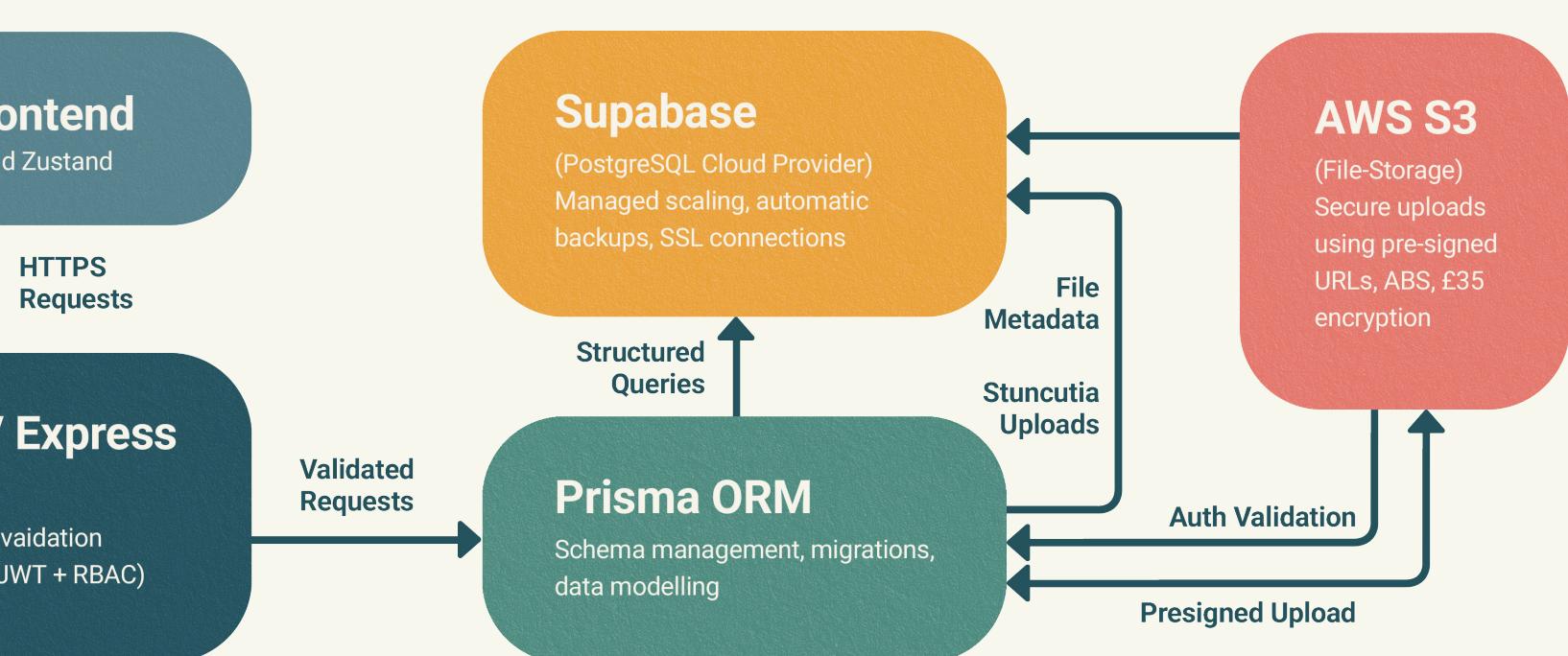
System Architecture



Data Model



System Architecture





Design Process

Personas

User Journey

UI Design

Mockups

Interactive Prototype



Bio

Michael recently inherited **3 rental units (2 commercial, 1 residence)** from his late father. While financially stable, he has never acted as a landlord before and feels overwhelmed by the sudden responsibility. He's comfortable with technology in his day job, but prefers straightforward, guided tools in his personal life; he doesn't want to spend hours learning complex systems like Buildium or AppFolio.

He views property management as a "**side responsibility**" not a full career. His main goal is to keep tenants happy, track rent reliably, and avoid legal/financial mistakes.

Michael Chen

Age: 37

Occupation: IT Project Manager

Location: Vancouver, BC

Status: Married, 2 kids

Personality

Pragmatic, detail-aware but not an expert in property law or finance. Risk-averse → wants to "do things right." Values clarity, guidance, and trustworthiness in software.

"I didn't plan on becoming a landlord, I just need something simple that helps me stay on top of things without making mistakes."

-Michael Chen

Goals

- Stay organized with tenants, leases, and payments in one simple dashboard.
- Avoid mistakes (missed payments, expired leases, overlooked maintenance).
- Look professional to tenants without needing to be an expert.
- Save time so property management doesn't interfere with his main job and family.

Motivations & Needs

- Wants guided, beginner-friendly workflows.
- Wants everything in one place.
- Needs simplicity, clarity, fewer steps, no jargon.
- Wants to avoid mistakes and feel confident.

Pain Points

- Overwhelmed by legal and financial terminology in traditional property management software.
- Finds enterprise tools too complex and expensive for managing just 3 properties.
- Currently juggling spreadsheets, emails, and text messages, feels fragmented and stressful.

Bio

Linda and her husband bought their first home shortly after getting married. Over the years, through careful saving and smart investments, they built a portfolio of **8 residential units and 3 small retail shops**. They are now retired from their previous jobs and rely on rental income as their primary livelihood. They're experienced in tenant relationships and property management basics; contracts, deposits, maintenance, and negotiations but have always relied on paper ledgers, phone calls, and manual tracking. Recently, with more properties, they feel the system is getting messy. They want a centralized platform to **keep everything organized** and accessible.



Linda Garcia

Age: 357

Occupation: Retired (Bank Manager)

Location: Toronto, ON

Status: Married, 2 adult children

Technology Comfort

Uses a smartphone and tablet daily, mostly for messaging and browsing.

Can navigate simple apps with guidance but gets frustrated with overly technical terms or cluttered dashboards.

Prefers a web solution that feels straightforward and supportive.

Goals

- Manage 10+ units (and growing) in one platform with clarity.
- Simplify rent collection and overdue tracking without going through multiple bank statements.
- Track everything in one place.
- Gain peace of mind knowing their kids (who may inherit the business) can access the organized portfolio in a single platform.

Motivations & Needs

- Needs a reliable, simple-to-use system to reduce stress and avoid missing details.
- Values clarity and consistency (reminders for expiring leases, easy-to-read balance sheets).
- Paperwork and files are scattered, contracts in filing cabinets, payment proofs in emails.
- Wants to pass on a well-organized portfolio to her children without confusion.
- Prefers minimal features, but done well

Pain Points

- Not very tech-savvy: struggles with complex systems or too many clicks.
- Paperwork and files are scattered, contracts in filing cabinets, payment proofs in emails.
- Overwhelmed when multiple tenants call/text at once for maintenance.
- Existing software like AppFolio feels too advanced, too expensive, and intimidating.

Personality

Responsible, detail-oriented in managing finances. Relies on her husband for technical tasks but prefers independence. Traditional mindset: likes structure, dislikes unnecessary complexity

"We've worked hard to build this portfolio, now we just need a simple system that helps us manage it without turning our retirement into another full-time job."

-Linda Garcia

User Journey

The PropEase user journey focuses on supporting small and first-time landlords who often feel overwhelmed by juggling spreadsheets, emails, and maintenance requests. During the awareness and consideration stages, users search for a simple, reliable solution that isn't as complex or expensive as enterprise platforms. Clear feature communication, transparent pricing, and a clean, mobile-first design help them quickly identify PropEase as the tool that fits their needs without a steep learning curve.

As they move into the decision and retention stages, guided onboarding, templates, and an intuitive dashboard build confidence and reduce their workload. Daily tasks such as tracking payments, reviewing balances, and managing tenant requests, become organized and stress-free. Over time, users feel more in control, more professional, and ultimately become advocates who recommend PropEase to other landlords as their trusted, beginner-friendly management solution.

	Awareness / Need	Consideration	Decision	Retention	Advocacy
Mindset	"Managing properties feels messy and stressful. I need something easier." Michael: Overwhelmed by juggling spreadsheets, emails, and texts. Linda: Tired of paper ledgers and constant calls.	"Which app will make my life easier without being too expensive or complex?"	"This looks simple enough – I can try it out without risk."	"I want to keep using this because it actually makes my life easier."	"This app made property management so much easier. Others should know."
Touchpoints	Google search, app store, word of mouth, ads, YouTube, recommendations from family/colleagues.	Management blogs and websites, reviews, pricing pages, YouTube demos, app store ratings.	HomeBase website/app store, signup form, onboarding wizard	Daily/weekly use of dashboard, mobile notifications, reports, maintenance requests	Conversations with family/friends, online reviews, social media, referrals.
Actions	Search for property management tools -> Compare competitors (Buildium, Rentec Direct, AppFolio) -> Discover HomeBase.	Compare features -> Check pricing tiers -> Read reviews -> Ask peers/family for opinions.	Create account -> Add properties and tenants -> Upload contracts or create new ones -> Explore dashboard	Track payments, confirm proof of payment, review overdue balances, handle maintenance requests, export reports, view analytics	Recommend app to other landlords, leave positive reviews, encourage tenants to use it, upgrade plan as portfolio grows.
Emotions	Frustrated -> Curious -> Hopeful	Confused -> Comparing -> Reassured	Nervous -> Relieved -> Confident	Organized -> Relieved -> In control	Proud -> Loyal -> Trusting
Opportunities	Market HomeBase as beginner-friendly ("Start small, grow later"), emphasize simplicity vs. enterprise competitors.	Clear feature/pricing communication; emphasize ease of use, mobile-first design, and value for small landlords.	"Managing properties feels messy and stressful. I ns and constant calls."	Offer visual dashboards, predictive analytics (future feature), automated reminders. Keep UX clean and stress-free	Add referral incentives, highlight user success stories, showcase community growth

UI Design

A clear, trustworthy and approachable interface that feels both professional and welcoming.

Our **primary deep navy** establishes trust and professionalism at the core of the interface. To support a balanced and visually coherent system, our chart colors use a lighter variation of this primary blue, paired with its split-complementary tones. This approach creates a harmonious contrast that remains soft, friendly, and easy on the eyes-ideal for dashboards that present dense information without overwhelming the user.

The overall palette is anchored by a **warm off-white background**, ensuring clarity and comfort across all screens.

We use the **Roboto type family** for its readability, versatility, and strong hierarchy, enabling users to scan data effortlessly and navigate the platform with confidence.

Primary Color
1D3742

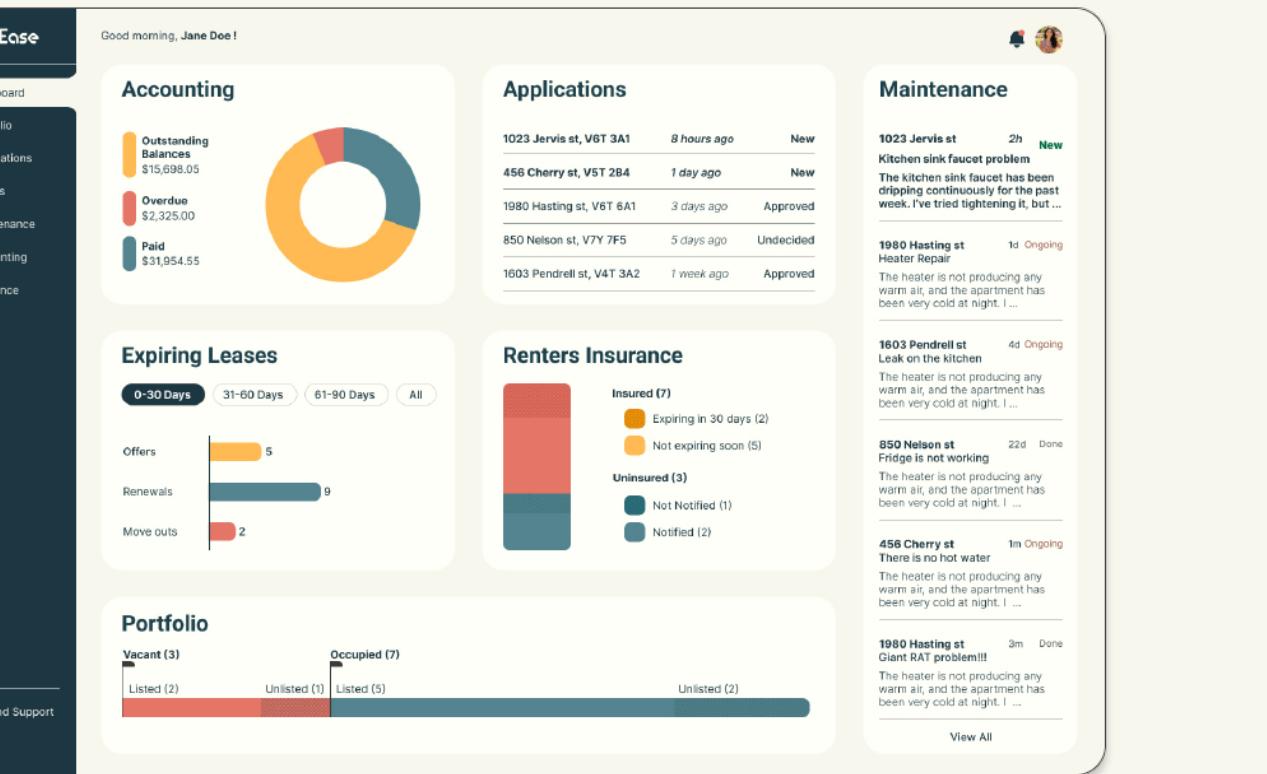
Background Color
F8F7EE

Card Color
FEFFF8

Chart Color 01
E57667

Chart Color 02
FFBA53

Chart Color 03
53848F



Roboto Bold 32

Roboto ExtraBold 18

Roboto SemiBold 16

Roboto Regular 16

Roboto Light Italic 16

Header 1

Title 1

Paragraph Semi-bold (subtitle or indicator)

Paragraph Regular big (general text)

Detail or indicator Light-italic

Large Button

Large Button

Button

Button

Label

Label

Label

Amenities

- Air Conditioning
- Parking
- Dishwasher
- Heating
- Laundry In-Unit
- Laundry In-Building
- Pet Friendly
- Cat Friendly
- Dog Friendly

See Analytics

Per Property

These help you track income, costs, and performance



Tenancy Info

Per Property

Monitor occupancy, current tenant info, tenant turnover, and lease duration at a glance.

Listing Details

Per Property

View your listing details from rental info to amenities

Renters Insurance

Insured (7)

- Expiring in 30 days (2)
- Not expiring soon (5)

Uninsured (3)

- Not Notified (1)
- Notified (2)

Applications

1023 Jervis st, V6T 3A1	8 hours ago	New
456 Cherry st, V5T 2B4	1 day ago	New
1980 Hastings st, V6T 6A1	3 days ago	Approved
850 Nelson st, V7Y 7F5	5 days ago	Undecided



Expiring Leases

0-30 Days 31-60 Days 61-90 Days All

- Offers: 5
- Renewals: 9
- Move outs: 2



Property Details

Residential: Condo
Year Build: 2008
Size: 955 sq ft
2 Bedroom | 1 Bathroom

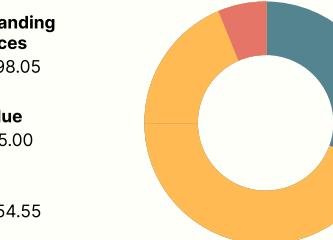
Read All

Accounting

Outstanding Balances
\$15,698.05

Overdue
\$2,325.00

Paid
\$31,954.55



Mockups

Good morning, Dumpterrina Raccoon!

Accounting

- Outstanding Balances: \$15,688.05
- Overdue: \$2,325.00
- Paid: \$31,954.55

Applications

Address	Date	Status
1023 Jervis st, V6T 3A1	8 hours ago	New
456 Cherry st, V5T 2B4	1 day ago	New
1880 Hastings st, V6T 6A1	3 days ago	Approved
850 Nelson st, V7Y 1F5	5 days ago	Undecided
1603 Pendrell st, V4T 3A2	1 week ago	Approved

Renters Insurance

Category	Count
Insured (7)	7
Expiring in 30 days (2)	2
Expiring soon (5)	5
Uninsured (3)	3
Not Notified (1)	1
Notified (2)	2

Portfolio

Status	Count
Vacant (3)	3
Occupied (7)	7
Listed (2)	2
Unlisted (5)	5
Unlisted (2)	2

Villa Cardelo
Maintenance Info

Request Title Description Date Total Cost Paid By Actions

Request Title	Description	Date	Total Cost	Paid By	Actions		
Kitchen sink faucet problem	The kitchen sink faucet has been dripping continuously for...	2023.12 September	\$ 1,800	Tenant Insurance			
Heater Repair	The heater is not producing any warm air, and the apartment...	2024.05 October	\$ 1,800.00	Owner Insurance			
Annual Fire Alarm Maintenance		2024.08 January	\$ 6200.00	Owner			
Giant RAT problem!!	The heater is not producing any warm air, and the apartment...	2023.09 May	\$ 1,800.00	Owner			
Yang Broke The Door	Yang broke the door	2021.28 June	\$ 2,800.00	Tenant Insurance			
Leak on the kitchen	The heater is not producing any warm air, and the apartment...	2019.22 January	\$ 1,800.00	Tenant			

Owner Notes (Private Section)

The sections; Maintenance Info, Tenancy Info and Analytics are visible only to you.

Here you can review your property's tenancy history and maintenance history and general data, these details are private and will not be shared with applicants or tenants when the listing is published.

Listing Details Per Property
View your listing details from rental info to genetics.

Maintenance Info Per Property
Monitor occupancy, tenant turnover, and lease duration at a glance.

Tenancy Info Per Property
Monitor occupancy, current tenant info, tenant turnover, and lease duration at a glance.

See Analytics Per Property
These help you track income, costs, and performance.

Villa Cardelo
302-1580 Haro St Vancouver, BC

Maintenance

Address	Created	Status
1023 Jervis st	2h	New
456 Cherry st	1 day ago	New
1880 Hastings st	3 days ago	Approved
850 Nelson st	5 days ago	Undecided
1603 Pendrell st	1 week ago	Approved

Applications

Address	Date	Status
1023 Jervis st, V6T 3A1	8 hours ago	New
456 Cherry st, V5T 2B4	1 day ago	New
1880 Hastings st, V6T 6A1	3 days ago	Approved
850 Nelson st, V7Y 1F5	5 days ago	Undecided
1603 Pendrell st, V4T 3A2	1 week ago	Approved

Renters Insurance

Category	Count
Insured (7)	7
Expiring in 30 days (2)	2
Expiring soon (5)	5
Uninsured (3)	3
Not Notified (1)	1
Notified (2)	2

Villa Cardelo
Description

Stands as West Vancouver's newest and tallest residential landmark, The Sentinel. This high-floor, 2-bedroom, 2-bathroom suite residence showcases breathtaking panoramic views of the ocean, city, and mountains. The expansive 345 sq ft wraparound patio, complete with a gas hookup, is perfect for outdoor dining and entertaining. Inside...

Contact Info

Dante Yilmaz
Owner
+1 222-333-4455
dante.yilmaz@gmail.com

Rental Information

Term: Long Term
Rent: \$ 3,000 / Month
Available: 01 October 2025
Deposit: \$ 1,500

Property Details

Residential: Condo
Year Built: 2008
Size: 955 sq ft
2 Bedroom | 1 Bathroom

Amenities

Feature	Available
Air Conditioning	Yes
Parking	Yes
Dishwasher	Yes
Heating	Yes
Laundry In-Unit	Yes
Laundry In-Building	Yes
Pet Friendly	Yes
Cat Friendly	Yes
Dog Friendly	Yes

Address

302-1580 Haro St Vancouver V6Y 3T4 BC, Canada

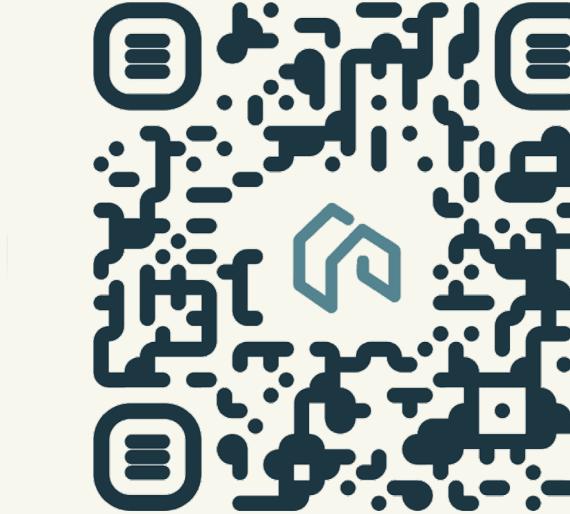
Neighbourhood Score



Streamline your property management with PropEase!

Our all-in-one platform covers every step of the rental cycle, helping you maximize income and enhance tenant satisfaction.

Sign up for a demo today!



PropEase

Interactive Prototype

Business Strategy

Business Approach

Pricing Structure



Business Approach

Our pricing strategy is designed to balance accessibility, scalability, and long-term monetization by offering three flexible tiers: Free, Premium, and Modules.

The Module plan allows flexible add-ons such as analytics, digital lease creation, and extra property slots. This modular strategy increases monetization opportunities while offering users more control based on their needs and budget. The Free plan lowers the entry barrier for small landlords by offering essential features such as managing one property and uploading basic documents, helping users quickly understand the value of our platform.

This tiered model supports both user growth and long-term business scalability.

The Premium plan is our main revenue source, targeting users with multiple properties and higher management needs. It provides advanced features like maintenance management and rent reminders, while including all Free plan features.

Pricing Structure

\$0	\$30	\$20	\$5
<ul style="list-style-type: none">📅 Monthly🏠 1 property✓ Track rent payments✓ Track tenancy history✓ Digital lease	<ul style="list-style-type: none">★ Premium📅 Monthly🏠 1-5 properties✓ Maintenance management✓ Track all payments✓ Includes all features from the Free Plan	<ul style="list-style-type: none">📅 Monthly+ Module✓ Analytics module	<ul style="list-style-type: none">📅 Monthly+ Module✓ Smart lease creation

\$2.99
<ul style="list-style-type: none">📅 Monthly+ Module✓ Add per property



The Team



Meet the Team



Ana Morais
UX/UI Designer



Tejinder Kaur
UX/UI Designer



Nil Yilmaz
UX/UI Designer



Yi Hsiang Yang
UX/UI Designer



Aboubakar Muco
Full Stack
Developer



Oluwadamilade
Full Stack Developer



Gurdit Singh
Full Stack
Developer



Shubham Sharma
Full Stack
Developer



Zin Min Htun
Full Stack
Developer

PropEase



