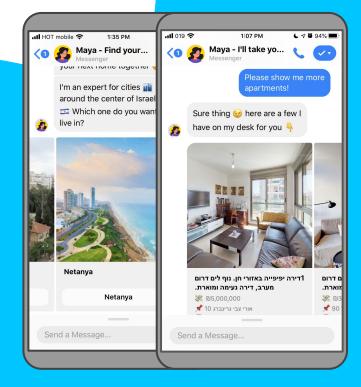
MAYA - I'LL TAKE YOU HOME SAFELY

Al driven chatbot for Real Estate Buyers on Facebook Messenger



by Jingxuan Xu 000804226







CUSTOMERS NEEDS BUYING REAL ESTATES



Need intelligent filtering of huge inventory



Need ability to easily set a meeting for a house visit



Need informations / details in native tongue



Need all updates instantly



Need 100% accurate answers immediately



Need communication on go to messenger app



OUR USERS ARE...

newly born child

- At least 30 (< level of wealth) at most 60 (> tech knowhow)

- In Israel (mostly follow Shabbat)

- Speak many languages mainly Hebrew, English, Arab

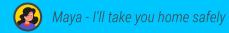
- Medium to high income to be able to buy real estate

- new parents, entering retirement, children leaving house





Other Persona: single individuals couples (+ children (baby / kid / teenageer) / elderly) investment / vacation home / multi generation home





Efficient & simple search

Find the perfect place

Agent they can trust



Behavior:

Listing Portals such as Yad2

House visits weekends

Anxious about process

Tech savvy

Agent through referrals

Maya - I'll take you home safely







MAIN COMPETITORS



DORON

chatbot for finding apartments in Tel Aviv

Operates on Whatsapp & Telegram

17,294 likes on Facebook

25,832 followers on Facebook

In Hebrew & English

Recommendations based on manual user input

targets young people in Tel Aviv

apartments for rent mainly

YAD2

#1 **listing portal** in Israel for properties

owned by axel springer (bought for \$165 M)

website & apps

50-200 employees

17th most popular website in Israel

100% brand awareness in Israel

7.73 M total visits (avg 7:37min)

present additional data for listings (neighborhood)

Target average to older people

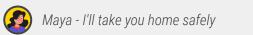
mainly for buying property



COMPARING FEATURES



	MAYA	DORON	YAD2
PERSONALIZED RECOMMENDATIONS	Yes	Only Search Matches	Only Search Matches
PLATFORM	Facebook Messenger + instant updates	Whatsapp / Telegram	Website / iOs App / Android app
ANSWERS	Al powered 100% Accurate & Instant	Contact Agent / Seller Manually	Contact Agent / Seller Manually
SCHEDULING MEETING	Automatic (3 clicks)	manually	manually





MARKET TRENDS IN BUYING REAL ESTATE

"Amount of buyers finding the real estate on the

internet is increasing"

"Importance of the neighborhood around a real estate is increasing towards buyers such as crime rate, schools, public transportation, construction density"

We interviewed our customers:

. Tell me about the last time you bought a real estate. $_{ extstyle - extstyle How long}$ did it take you from the moment you thought about buying a - How was the real estate browsing experience? What services did you

- What could be improved in the real estate browsing experience? Why?

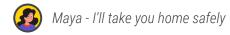


"Focus on features of a real estate offers is increasing such as laundry room, internet speed and the focus on size of a real estate is decreasing."

"Texting on the phone is growing to become the dominating communication channel

Use case: Browsing real estate listings to then set a meeting to visit one Barry Allen (56) looking to buy a holiday house as an investment Bruce Wayne (32) buying first house with his wife for new born child in the

Rachel Green (41) buying a city apartment for herself





WHAT WE HEARD FROM CUSTOMERS...

As a user I want to set a meeting to visit a real estate only from a subset of times so that both the agent and seller are available to show the real estate at those presented times.

high priority: visiting most important step in buying process

As a user of the chatbot I want to only look at real estate listings that are relevant to my preferences so that I find the best offers efficiently.

increasing real estate search efficiency

As a real estate buyer I want to get all updates directly into my messaging app so that I am always up to date and have the opportunity to act fast.

provide buyer with advantage

As a real estate buyer I want to talk in my native tongue, so that I can understand all the details and I feel comfortable.

low priority: sophisticated translation tools exist





Postconditions (Guarantees): The meeting is set between all stakeholders such that all stakeholders are available / No coordination is required by any stakeholder / All stakeholders are notified about the new meeting set / Henceforth all stakeholders are unavailable at the meeting's time.

SET A MEETING TO VISIT A REAL ESTATE

- Primary Actor: Real Estate Buyer using Chatbot
- Other Stakeholders: Real Estate Agent, Real Estate Seller
- **Scope**: real estate listing shown in the chatbot
- Level: Set a meeting without having to coordinate between 3 parties
 - **Brief**: User is presented with time and date combinations and selects one that fits the schedule. Then the user may enter some contact information and the meeting is set. The time and date combinations shown are only the ones where agent and seller are available.

Preconditions: "set a meeting" button is presented on the real estate listing

Triggers: The user clicks the button.
"schedule a meeting" button.



