San Francisco State University

CSC 648/848

Group III

Use Case Document (v 0.1)

Project Name: PrimEstate (TBD)

Project ID: 03

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Revision History

| Version | Date | Revision Description |
| --- | --- | --- |
| 0.1 | 09/22/2014 | Draft prepared by Indi |
| 0.2 |  |  |
| 0.3 |  |  |
| 0.4 |  |  |
| 1.0 |  | Approved Use Case |
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The principal actors of the use cases are the potential buyers and the real estate agents, the goal being creation of a platform for the customers and the agency. The use cases for the website have been decided upon as -

**1. Add listings**

The real estate agency through its research and leads obtains a list of houses that are up for sale. This data is passed on to the agents who are in charge of putting up each of the houses on the websites. Each house will have a unique post. The post will also contain all the relevant information about the house like the

* + - * + address of the house,
        + number of bedrooms,
        + number of bathrooms,
        + parking spots if any,
        + year built etc.

All of these details are to be entered by the agents, since this will ensure that the house is capable of being found when browsing through the listings.

A subset of this use case is the change/editing and deletion of properties. Often, the value of the property fluctuates with market conditions and there is to be a provision to edit the listing once posted. Similarly, it could so happen that the seller changes their mind and pulls the property off the market. Thus, there is a need to have a use case for deletion of the listing.

**2. Browse listings**

The customers access the website where they can search for homes. They need not be registered members of the website to view the homes. They can view the homes based on the criteria they prefer, that is

budget,

area,

number of bedrooms etc.

This use case is heavily dependent on Use Case 1. If the data entered is incorrect of incomplete, the customers will not be shown the listing in their search results.

**3. Registration**

Customers can register on the website to gain certain privileges. Registration will allow the customers to create a personalized profile where they can enter their favored search parameters like budget and number of bedrooms. By doing so, the system shall use these saved entries to show properties which are relevant to the customer. Thus, this targeted advertising leads to a higher percentage of conversion from the potential customers to that of customers. Registration also allows the customers to setup appointments for open days and contacting the sellers.

Getting the potential customers to register is very important to the agency. This is because it allows the agency to communicate with the customer. As and when the properties which suit a particular customer hit the market, the agency can immediately contact the customer by means of a mobile number or an email address. Thus by reducing the time taken to make a sale, the overall productivity of the workforce can be improved.

It is also a measurement of growth for agency. A user base that keeps growing implies that the agency is doing a good job with respect to advertising and marketing.