

REAL ESTATE WEB PORTAL (House hunting)

Problem

Looking for a house to rent in urban areas(Nairobi) is hectic especially for low middle class where it takes them approximately two months to get their ideal house.

According to the Kenya Bureau of Statistics 86.4% of the population lives in rental houses in Nairobi.

Target market

We are mainly targeting the low middle class whose earnings/net salary range from KSh 30,000 to Ksh 40,000. They are the leading social media users in Nairobi.

Competitors

Our competitors include:

- BuyRentKenya
- Property24
- Jumia House
- OLX Real estate
- Property Leo
- PigiaMe
- Knight Frank
- Keja Hunt

Most of our competitors advertise houses that are of high cost which is difficult for some people to afford including our target market. The main aim of these portals is to simplify property buying, selling and renting in Kenya.

Business opportunity

- Catering for a specific class (low-middle class) income earners by posting/advertising all kinds of rental houses available for any size of household and agents.
- Provide the right information and descriptive details, location, and images of houses.
- Incorporate an SMS service where users will receive notifications on vacant houses if they subscribe and also include an option to unsubscribe.
- Have a specific range of prices for the houses advertised on the web portal to suit our target market.

Research findings

The teams involved in the running of real estate business just like BuyRentKenya include:

- Developers
- Marketing
- Accounts
- Sales
- Customer service
- Property manager

Many people don't use the online platforms available because most of the web portals cater to the high middle and high-class income earners. Some don't trust social media because what they advertise is not exactly what they give to their customers.

We also realized that SEO (Search Engine Optimization) plays a very important role in the digital marketing landscape. A proper SEO makes a website rank on the first page of SERP (Search Engine Result Page). Nearly, 74% of consumers use search engines to find local business information. On a daily basis, nearly 80-90% of customers check online reviews before purchasing any products.

One of the ways our competitors use to curb fraudsters is by charging every single property advertised on their web portal. They also get their agents from the Estate Agents Registration Board where they get the agents' documentation to ascertain the agents' credibility.

Despite the fact that there are people already doing the same business we are planning to start, we would like to make our product different by incorporating an SMS API. This will enable our customers to receive notifications for vacant houses available in case they are interested in finding houses to move into.

We managed to get in touch with a few agents and this is what they shared with us. For one to become a successful agent, he/she needs to:

- Take clear pictures
- Keep on asking for referrals
- Being active on social media by sharing blog articles/contents related to real estate

- Getting everything together by devising a plan that will work both offline and online thus helping an agent have a consistent message which increases his referrals, leads and get more repeat business

We also aim to give a full description of the houses and locations available as they are. This means we are going to work with genuine agents who will be providing us with the correct information.

How to ensure that the houses advertised on the platform are genuine

- Determining the photographer or the origin of a photo by:
 - Contacting the person who uploaded a photo or we can send it to an editor and ask if the person made the photo by himself/herself.
 - We can also try to find the photo uploaded by reverse image search this will help us see whether the image was edited.
- Determine place, date and approximate time of the photo
 - Requesting the photographer to take several photos of the same place. This will enable us to be keen on small details like weather conditions, buildings in that area, landscape, and neighboring stores. This information will help us to determine the location.
- Checking the details of the person who sent the photos
 - There are tools like pipi.com which look for internet trace of the person and also web mini produces the web visibility rating that will help us find out fake accounts.

PRACTICAL BUSINESS ISSUES (COSTS)

- Business certificate - Ksh 10,000 to Ksh 20,000 through a lawyer
- City council permit – Ksh 5,000 to Ksh 30,000
- KRA pin – free through e-citizen
- Web hosting (starter) – Ksh 1,500 per year
- Rent – Ksh 60,000
- SEO cost – Ksh 90,000 if one is a Google partner
- Online advertisements costs – Ksh 30 to Ksh 100 per click
- Salary estimate – Ksh 15,000
- A partnership agreement
- **TOTAL COST ESTIMATION** – Ksh 265,000

CONTENT OUTLINE

Content is the most important feature of a website. Accordingly, one of the first steps of creating a new website is building out a content strategy that is tailored to your business goals and your users.

Then, we create an information architecture that is optimized for your ideal users—helping them find the information they need across the entire website, as well as on any given page.

A content outline is essentially a more detailed version of the sitemap, which is a visual representation of where content will live on your new website. The content outline goes one step further, listing out all of the different content types and functionality on each individual page example:

Website Structure

- Pages
 - Home
 - Buy
 - Sell
 - Communities (add-on)
 - Relocate
 - About/Meet
 - Headline: Meet Agent's Name
 - Three-word Descriptor or Points of Distinction in Subheadline area
 - Headshot
 - Quote: Compelling excerpt from Testimonial
 - Bio (up to 300 words)
 - Bullet list (if applicable)
 - ❖ Designations
 - ❖ Specialties
 - Points of Distinction
 - CTA (CallToAction) button
 - ❖ Contact Agent's Name Today
 - 3-4 Main CTAs
 - ❖ CTAs with Teasers and Images
 - Blog
 - Contact

CONTENT OUTLINE 2

Homepage

1. Hero area
 1. Video background
 2. Unique Selling Proposition
 3. Button: View Work
 4. Button: About Us
2. Case Studies
 1. Project image
 2. Client name
 3. Project name
 4. CTA
3. Blog highlights
 1. Blog title
 2. Publish date
 3. Author
 4. Topic tag
 5. Image
 6. Summary
 7. Read more link
4. Twitter promo
5. Whitepaper promo
 1. Title
 2. Summary
 3. Image
 4. CTA
6. Footer

USER STORIES

As a tenant looking for a house near my workplace I want to get it in a click of a button instead of spending hours and days walking door to door or paying agents so that I save on time, money and energy.

As a landlord, I want to be able to find tenants fast and efficiently so that I save on money spent on agents and prevent my houses from staying vacant for a long time.

As a newly employed graduate, I want to find an affordable house near my workplace so that I can save on transport costs and arrive at work on time.

PERSONA DEVELOPMENT

BACKGROUND INFORMATION

Name: Calvin Omanga

Age: 26

Status: single

Occupation: A junior nurse at Kenyatta hospital.

DEMOGRAPHICS

Gender: male

Resident area: Roysambu

Net salary: Ksh 40,000

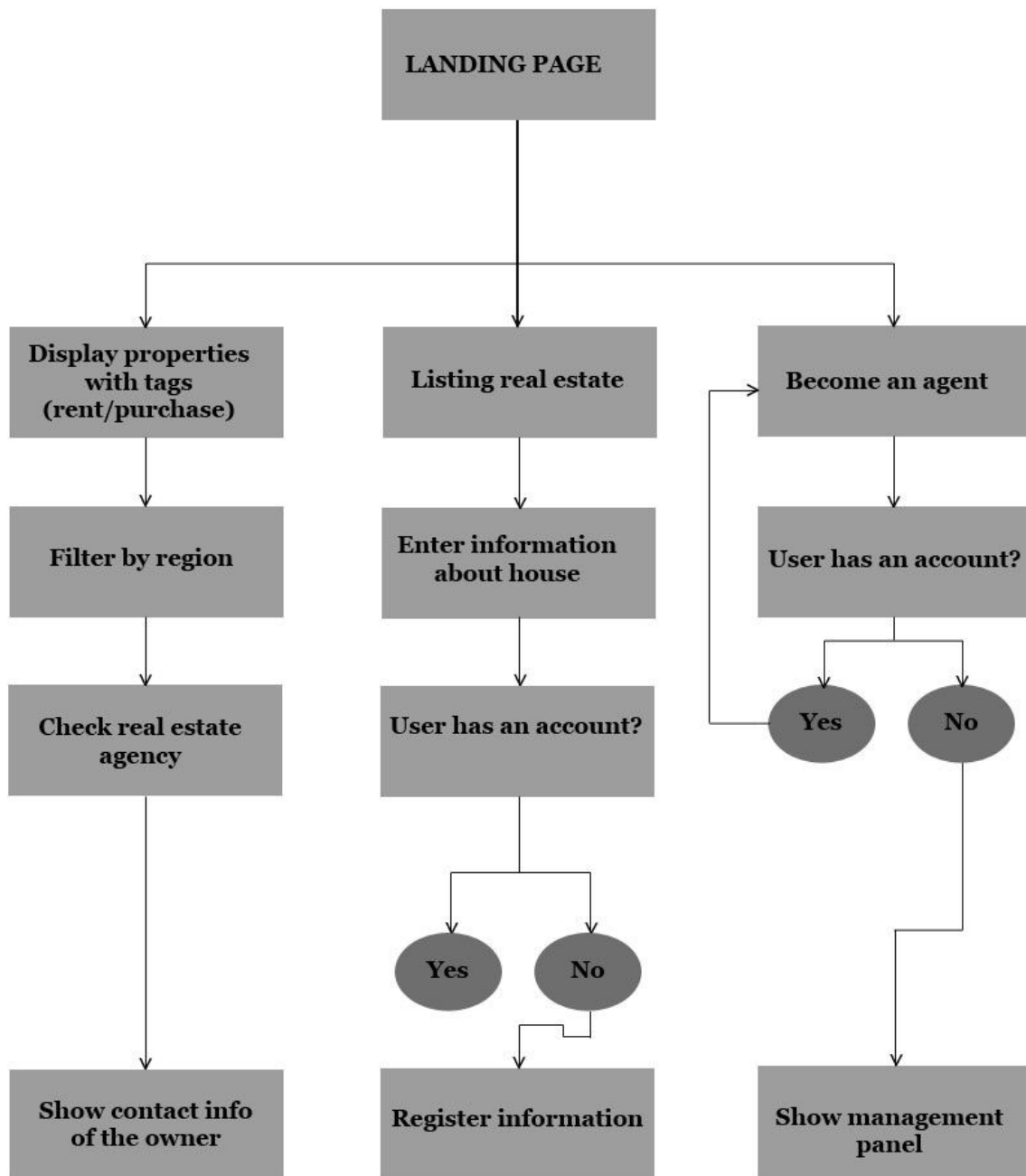
Goals: Find a house anywhere in Nairobi easily. Live near his workplace.

Behaviors: He is a committed, hardworking guy. Spends his free time on Facebook, Whatsapp, Instagram, and Twitter.

Frustrations: Working far from his home and spend a lot of time in traffic and can't find time to look for a rental house near his workplace. Agents are quite expensive and online platforms don't list houses that he can afford to live in.

Quote, that drives him: The best way to find yourself is to lose yourself in the service of others.


Below is the **USER FLOW** of our intending customers on our web portal.



The below website mockups show the transitions of the design process of how the website we are planning to build will look like. This is where the importance of the user-centered design comes in. There are majorly four important steps which include:

- Analysis
- Design (where we, as a group are right now)
- Evaluation
- Implementation

[LOGIN](#) | [SIGN UP](#) |


[To Rent](#) ▾
 [New Projects](#) ▾
 [Advice](#) ▾
 [Request house](#)
[List Houses](#)

For rent ▾

Enter a location,town

Category ▾




Bedrooms ▾

Bathrooms ▾

Max. Price

Search



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Feature houses



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Services

[Advertisement](#)



Phone the agent
Ian Mbugua

Email the agent

Name

Email

Mobile Number

Send Message

KES 20,000 per month

HOUSE DIRECTION

General Features v

External Features v

Internal Features v

Description

DECENT 2 BEDROOM AT NGUMO.It has all rooms tiled, 2 bathrooms inside with water in plenty and token electricity.Its located at Ngummo near Kenyatta Market

Related Ads



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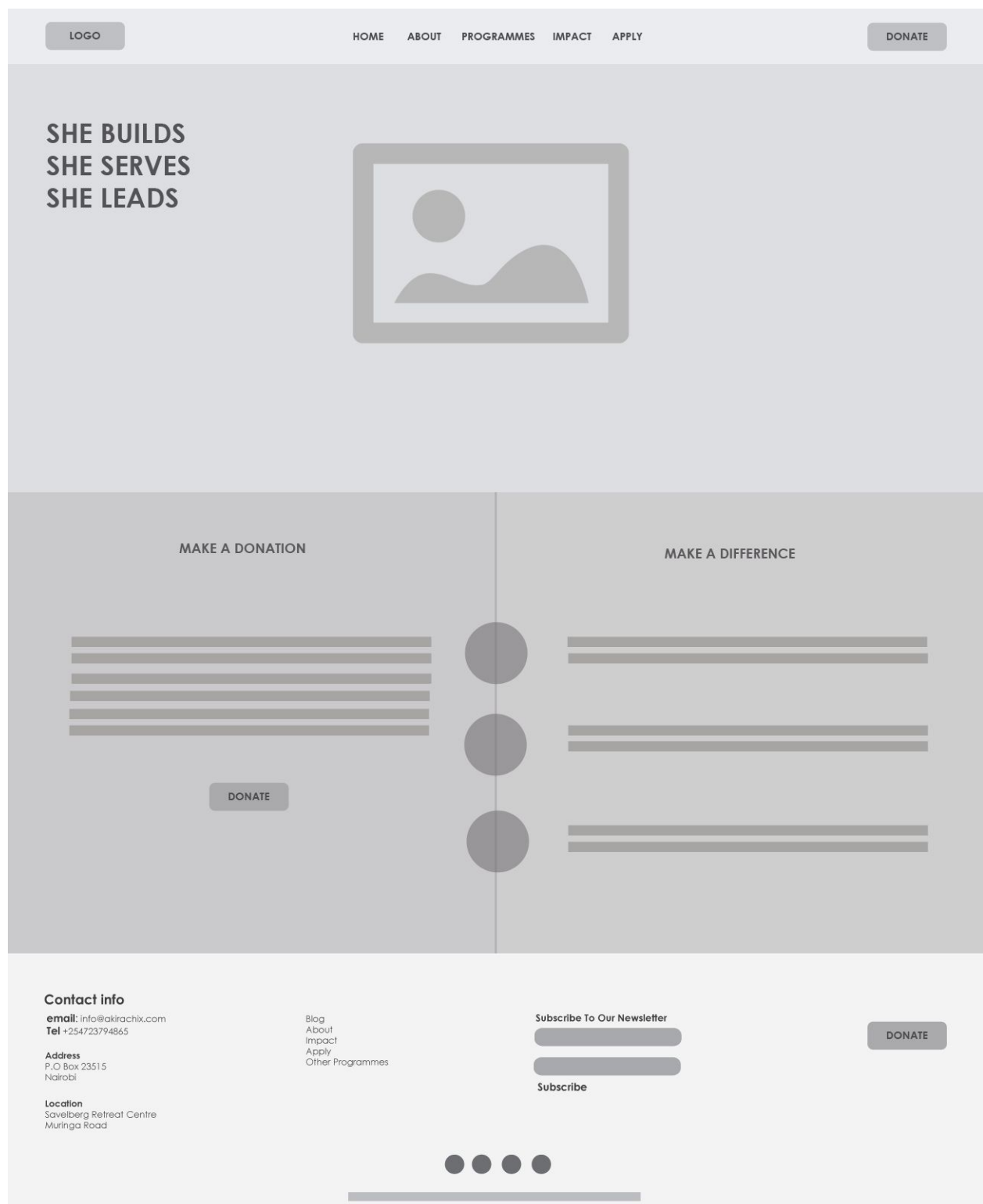
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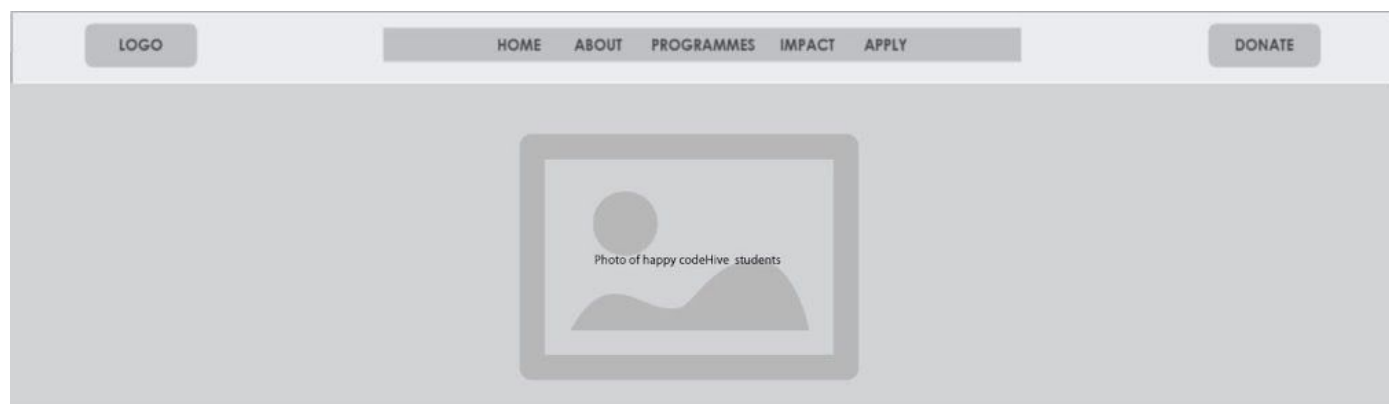
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Services

[Advertisement](#)



Wireframes for a replica of AkiraChix website (personal practice)



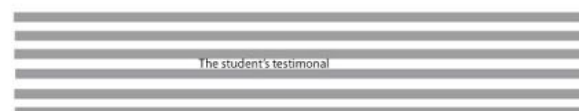
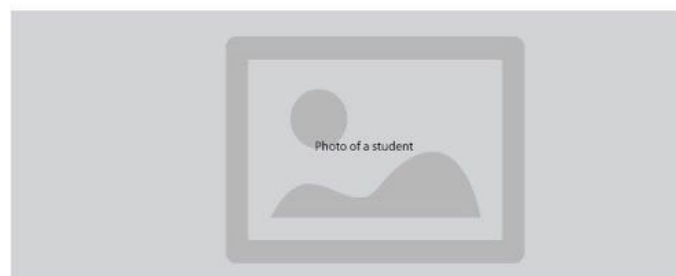
OUR MODEL



SUCCESS STORIES



TESTIMONIALS



APPLY



WHO WE ARE

AkiraChix is a non-profit organisation that provides hands-on technical training and mentorship to young women from social-economically challenged backgrounds. We provide training and mentorship to increase the number of women leaders and decision makers in technology. [Learn More](#)

CODEHIVE



CODEHIVE PROGRAM

Codehive is a one-year, fully funded program hands-on technical training program that provides an education and economic opportunity to young women aged 19-24 from social-economically disadvantaged backgrounds with no opportunity to get into technology or access tertiary education. [Learn More](#)

THEORY OF CHANGE



Talents and brains are just a starting point. We help improve both technical and personal skills needed for the young women to access opportunities in STEM to build tech solutions that transform society. This gives the women the chance to take up leadership roles in technology.

