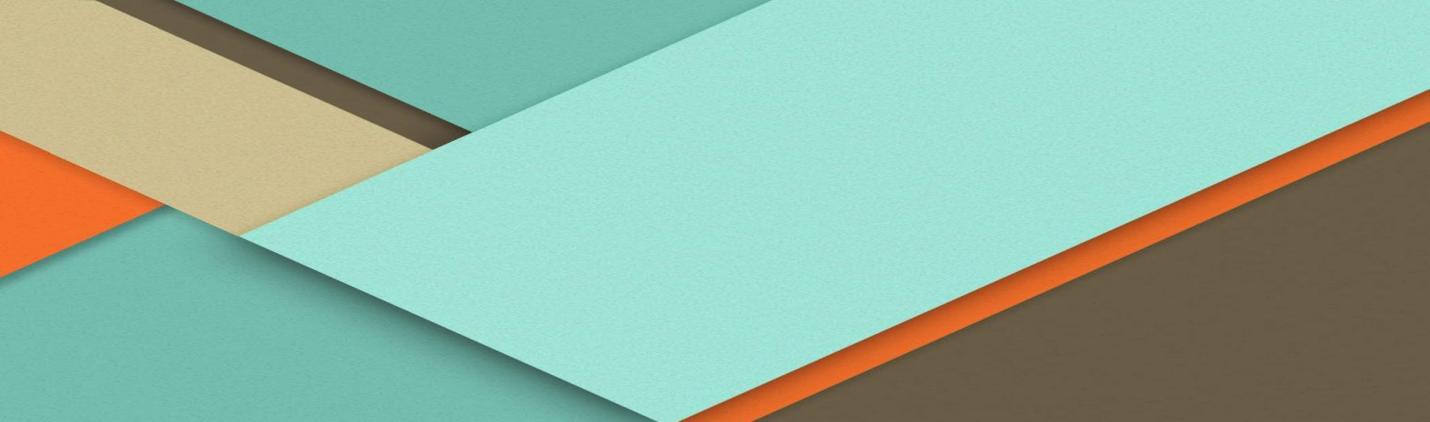
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PRODUCT REQUIREMENT DOCUMENT

Bownga Investment Web Application

# 

# OVERVIEW

Bownga Investment is a web-based platform designed to democratize real estate investment by allowing users to invest in properties with as little as a fractional amount. Investors earn annual returns while addressing the growing housing deficit by contributing to affordable housing projects. The platform bridges the gap between property investment and social impact, offering an innovative solution for both financial growth and societal benefit.

# Problem Statement

1. **Housing Deficit:**

Many state and institutions face a housing shortage, leading to increased rent, overcrowding, and inadequate living conditions.

1. **High Barrier to Entry in Real Estate:** Traditional real estate investment requires significant capital, making it inaccessible to many potential investors.
2. **Lack of Transparency in Property Investment:** Investors often lack access to transparent and real-time information about property performance and returns.

# Objectives

* Enable users to invest in properties with minimal capital.
* Provide annual returns on investment through rental income or property appreciation.
* Contribute to solving the housing deficit by financing affordable housing projects.
* Ensure transparency and real-time tracking of investments.
* Create a seamless user experience for property browsing, investing, and portfolio management..

## **TARGET AUDIENCE**

1. **Individuals:** Students and individuals having housing deficit
2. **Businesses:** business investors and individual that wish to contribute to solving housing deficit and making long term returns of their investments.

# FEATURES AND FUNCTIONALITIES

1. Investor Dashboard:
   1. Real-time tracking of investment performance.
   2. Annual ROI calculations and transaction history.
2. Property Listings:
   1. Detailed property profiles including location, valuation, projected returns, and social impact data.
   2. Categorization of properties by type (residential, commercial, affordable housing).
3. Fractional Investment: Users can invest small amounts in properties, enabling diversified portfolios.
4. Automated Annual Returns: Annual payout of returns through rental income or property appreciation dividends.
5. Secure Payment and Withdrawal System: Integration with secure payment gateways for investment deposits and returns withdrawal.
6. Compliance and Legal Documentation: Ensure that all investments comply with local real estate regulations

## **DESIGN REQUIREMENT**

* Design timeframe: 8 weeks
* (UI): Clean and modern design with intuitive navigation.

## **ACCEPTANCE CRITERIA**

* Functionality: All very high priority feature must be completed
* Usability: Design must be visually appealing and not hard for users to navigate
* Reliability: Implementation of new features of the product must not in any way affect the performance of the app

**BUDGETS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Description** | **Timeline** | **Cost (#)** |
| UI/UX Design | Designing the application frontend UI + Admin pages |  | N300,000 |
| Frontend Design | Build the frontend Pages + Admin pages |  | 500,000 |
| Backend development | Building the core system + Admin CMS |  | N700,000 |
|  |  |  |  |
|  |  | Total | N1,500,000 |
|  | Estimated Delivery Period | 8 weeks |  |