Westernburbs

The Easiest Way To Buy or Sell A Home In Chicago's Western Suburbs

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A Case Study

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#Chicago #WesternSuburbs

Overview

Westernburbs is a web based platform where customers can buy or sell their properties in few easy steps and in better way. Westernburbs provides 24x7 support to the customers for buying or selling the property. This is a web based platform so users can access from anywhere by using any device.

Aim Of The Website

"Westernburbs believe buying and selling a home shouldn't be so complicated"

No matter what your situation is, buying or selling a home comes down to a series of steps. And when you know these steps, and do them in the correct order, the whole process becomes much simpler.

Western burbs

- Key Points

- Key Roles

- Key Functionalities

Customers (Buyers & Sellers)

- Customer can sign up on the system. Once their email is verified, then customer can login using registered email & password.
- Custom checklist for customer gets created for property selling and buying based on the given questionnaire.
- Customer can schedule an appointment and appraisal on the checklist.
- Customer can make an offer in the property requirement checklist.
- Customer can view the lenders and attorneys.
- Customer can sign the document using docu. Sign.
- Customer can view the history of property checklist.

Realtors (Agents)

- Admin can create accounts for the realtors.
- Realtors can be able to login using registered email & password and access the dashboard.
- In the dashboard realtors can have counters, today's lead, total appointments etc.
- Realtors can view allocated lead from admin and perform all the activities.

Admin

- Admin can login using registered email & password and access the dashboard.
- In the Dashboard there are graphs & counters for total customers, total leads, total appointments, total realtors, today's appointments, today's created customers, created leads.
- Admin can view the customer and realtor master and create account for the realtors.
- Admin can assign the properties to the realtors.
- Admin can manage the whole masters data like Lender, Home Inspector, Attorney, Static Text, CMS Pages, Appraisal.
- Admin can check sign in the doc of customer and upload in the system.
- Admin can view all the leads come from the customers in the lead master.
- Property can be fetched from the MLS.

Technology and Tools
Website Development

Technology: Laravel - PHP Framework (V 5.5.48), Google APIs

MLS Integration: MLS Grid

Database: MySQL

UI/ UX Design: Sketch

Challenges & Solutions
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MLS Integration

- MLS integration and deployment was a challenging part of this project.

- In MLS integration need to fetch the properties details but displaying all the information as required manner and keep it updated without any error is an expert's job only

- But we had a team of experience developers worked with different MLSa did the job perfectly for the westernburbs web based platform.
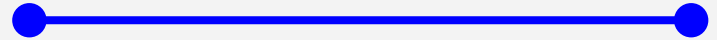
Custom Checklist

- In the market there were many platforms provide the property buying selling facility but making the proper requirement checklist based on the customer requirement and converting this process in a simple way was a challenge.

- We have studied requirements data, have done qualitative analysis to understand the proper set of information needed to capture. Then we have created one checklist with number of questions that could reveal the customer's requirements based on which best options could be provided by the system to the customer

Appointment Module

- Sending appointments invitation email to the corresponding person, sending the appointment reminder to corresponding person, cancel appointments, show the pending appointments and completed appointments were a bit complicated

- With the proper understanding of logical structure and system architecture design, we have implemented this feature in the western burbs web platform.
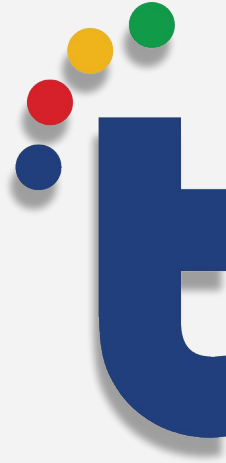
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Thank You

Case study prepared by: Technource