

PRODUCT REQUIREMENT DOCUMENT

KLEPTAR - A PROPERTY LISTING PLATFORM WHERE PROPERTY SEEKERS MEET REAL ESTATE AGENTS OR PROPERTY OWNERS TO BUY, RENT, OR SHORTLET RESIDENTIAL AND COMMERCIAL PROPERTIES.

BACKGROUND

Housing is the second most essential basic need of humankind outside food. Its impact on the health, welfare and output of man is profound. Therefore housing plays a vital role in a person's standard of living and place in the society.

Nigeria has an estimated population of about 200 million people and this implies that urgent attention should be placed on the country's housing sector if the housing needs of the inhabitants are to be met. It is still difficult to find affordable apartments and commercial properties. Anyone who goes through the trouble of finding one is then faced with the challenge of rent, which more often than not, is inflated.

In Nigeria, businesses are constantly looking for properties to be able to carry out their operations and serve customers effectively. However, they encounter difficulties in finding the most suitable properties that will help them meet their business goals. Individuals complain that agent fees are exorbitant and they need to connect with property owners with ease.

Kleptar is a platform where landlords, property owners, and developers can connect with buyers and people looking to rent properties seamlessly.

PROBLEM STATEMENT

- Difficulty finding a suitable property type.
- High cost of agency fee/legal agreement charges.
- Due to busy schedules, it is difficult to move from place to place in search of a house.
- Lack of flexibility of payment.
- Difficulties in finding a market to sell property fast.
- Fraudulent property owners.
- Difficulty in conducting property verification.
- Tedious documentation process.
- Poor quality properties.
- The "Omo-onile" saga

INTENDED SOLUTION

KLEPTAR is an online platform where people can easily access various residential and commercial properties in different locations in Nigeria.

Our platform helps anyone looking to find, buy, sell, and rent their properties. We help developers, property owners showcase their properties to ready buyers, who can then make selections based on their budgets.

PRODUCT VISION

To be the No 1 real estate marketplace in Africa.

OUR MISSION

To make Africa a more accessible and comfortable place to live.

We believe that everyone should be able to find a comfortable place to live, and we strive to enable businesses, residents, developers, including inter-state migrants, to find, buy, sell and rent good, affordable properties in Africa.

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To help you find exactly what you're looking for quickly and easily—whether you're looking for a new home or an investment property.

Kleptar is here to seamlessly connect sellers of real estate properties with their buyers online.

BUYER PERSONA

MICHELLE DAVID



DEMOGRAPHICS

Female, age 35, single, lives in Lagos, Nigeria. The CEO of a startup investment. Monthly income of five million naira.

BACKGROUND

Miss Michelle is a career-oriented lady who runs a startup investment company that specializes in wealth management and offers loans for several purposes. She is looking to have more branches in strategic places across Nigeria in order to capture potential clients easily and quickly.

PAIN POINTS

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- She doesn't have enough time to look for new office space due to the busy nature of her job.
- The few office spaces she finds are usually very expensive.
- Finding choice properties that are strategic for her business seems difficult.
- Agents' fees are exorbitant.

GOALS AND OBJECTIVES

- She is looking to have more office branches across Nigeria.
- She needs a trusted platform where she can get affordable property.
- Affordable fee for agent services.

FACTORS AFFECTING BUYING DECISIONS

- Seamless transactions.
- Fewer physical meetings concerning the purchase.
- Local Infrastructure and easy accessibility to office space.

COMMUNICATION CHANNEL

- Channels: Instagram, Twitter, Websites
- Content types and formats: blog posts, videos.
- Content topics: Real Estate, Urban Areas for Business.

USER STORY

As the CEO of a startup, I want easily find an office space that is in a strategic place suitable for my business.

ACCEPTANCE CRITERIA

- It must be in a strategic place suitable for my business
- The office space must suite my test
- It must be affordable

MR. PRINCEWILL AYOMIDE



DEMOGRAPHICS

Male, age 38, married with 3 kids, lives in Lagos, Nigeria. An entrepreneur. Monthly income of three million naira.

BACKGROUND

Mr. Princewill is a dealer that imports mobile phones and laptops in computer village, lagos. He is looking to easily fine a residential apartment online.

PAIN POINTS

- He doesn't have time to move around in search of a home.
- Tried using an agent but got scammed.
- Finding a home close to my business area to avoid staying long on lagos traffic seems difficult.
- Agents' fees are exorbitant.

GOALS AND OBJECTIVES

- He is looking to avoid frustrations associated with finding a home.
- He needs a trusted platform where she can get affordable property.
- Affordable fee for agent services.

FACTORS AFFECTING BUYING DECISIONS

- Seamless transactions.
- Fewer physical meetings concerning the purchase.
- Secured property and easy accessibility to my office.

COMMUNICATION CHANNEL

- Channels: Instagram, Twitter, Websites
- Content types and formats: blog posts, videos.
- Content topics: Real Estate, Urban Areas for Business.

SANDRA JAMES



DEMOGRAPHICS

Female, age 35, married, lives in Lagos, Nigeria. The CEO of Evon Foods.

BACKGROUND

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Mrs Sandra is a young married entrepreneur who runs a food processing company. She is looking to easily find a home where she can live with her family.

PAIN POINTS

- She doesn't have enough time to look for new office space due to the busy nature of her job.
- The few office spaces she finds are usually very expensive.
- Finding choice properties that are strategic for her business seems difficult.
- Agents' fees are exorbitant.

GOALS AND OBJECTIVES

- She is looking to have more office branches across Nigeria.
- She needs a trusted platform where she can get affordable property.
- Affordable fee for agent services.

FACTORS AFFECTING BUYING DECISIONS

- Seamless transactions.
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GOALS AND OBJECTIVES

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FACTORS AFFECTING BUYING DECISIONS

- Seamless transactions.

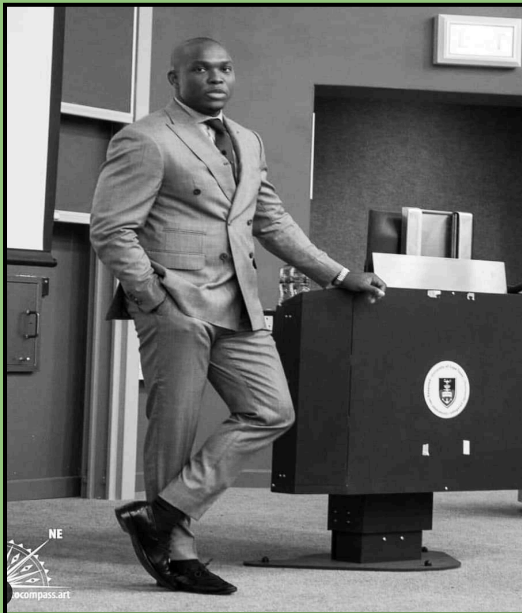
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COMMUNICATION CHANNEL

- Channels: Instagram, Twitter, Websites
- Content types and formats: blog posts, videos.
- Content topics: Real Estate, Urban Areas for Business.

SELLER PERSONA

SHOLA DAVID



DEMOGRAPHICS

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Male, age 50. Lives in Lagos, Nigeria. He is married with three kids. He is a developer, realtor, and investor who owns a developing company known as Sterling Holdings. His net worth is five hundred million naira.

PAIN POINTS

- He does not have enough of a client base or audience to purchase the properties developed by his company.
- He is not really conversant with the latest technological trends in real estate.
- He does not know how to reach a larger market audience.
- Internal communication is a challenge for him as there are so many people involved on and off-site that you have to ensure that you are communicating effectively with them.

GOALS

- He wants clients to easily reach out to him.
- He wants to grow his business and become a household name in the real estate world.
- He wants a platform that will help connect him with clients.

INTERESTS

- He loves reading business blogs.
- Making business connections.
- Outings with his family.
- Checking out new trends in real estate.

COMMUNICATION CHANNEL

- Channels: Facebook, Twitter, WhatsApp, Emails, Websites.
- Content types and formats: blog posts, videos.

- Content topics: Real Estate, Sales, Latest business opportunities.

USER STORY

As a realtor, I want an online platform that will help me connect with client's easily and sell property fast.

ACCEPTANCE CRITERIA

- Client's can easily reach out to me
- Able to reach larger market audience

PRODUCT FEATURES

- Sign up/Login
- About us
- Rent/buy
- Live chat/Call a Customer care agent
- Search bar (Specifications: location, property type, price range, etc.)
- Join as an agent, developer, landlord or user.
- Advertise with us.
- Contact us.