

Real Estate Web Platform | Product Manager Case Study

- **1 - Problem**

- Buyers can't find updated listings easily.
- Realtors depend on developers for content changes → slow & costly.
- Big portals (Funda/Pararius) too complex/expensive for small agencies.

- **2 - Goal**

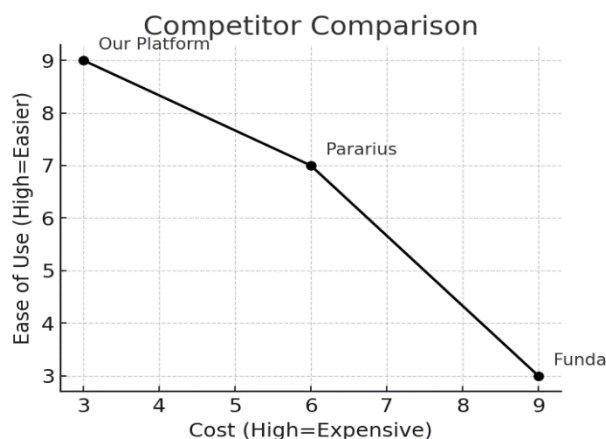
- Responsive listing website.
- Simple CMS for realtors (no coding).
- Fast property search & detail view for buyers.

- **3 - My Role**

- Product Manager & Designer — defined vision, wrote backlog, designed UX, coordinated build & test.

- **4 - Research & Insights**

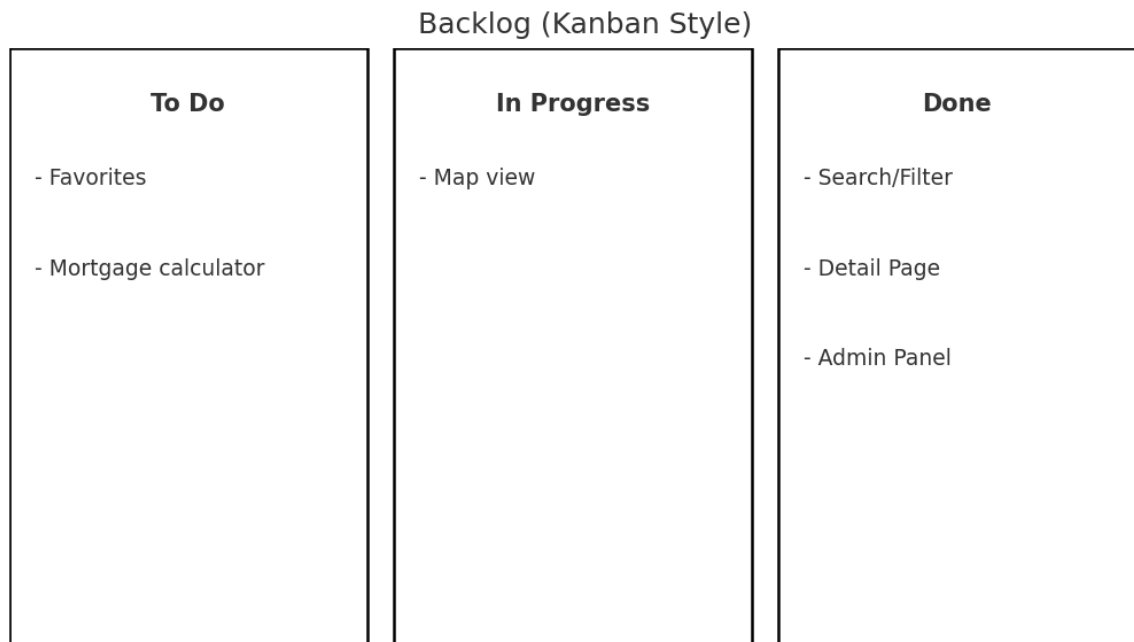
- 3 realtor interviews → need fast photo upload & quick edits.
- Competitors: Funda (rich but heavy), Pararius (clean, costly).
- Buyer jobs-to-be-done: search → compare → contact.



- **5 - Backlog (Sample)**

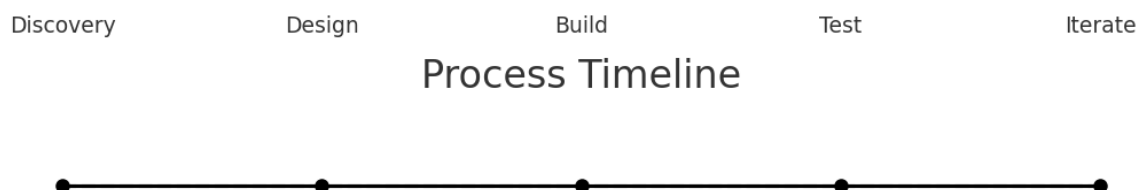
- Buyer: filter by price & type — Done (High)
- Realtor: add/edit listings — Done (High)
- Buyer: map view — In Progress (Medium)

- Buyer: save favorites — Planned (Medium)
- Buyer: mortgage calculator — Planned (Low)



- **6 - Process**

- Discovery → Design → Build → Test → Iterate.
- Wireframes in Figma, MVP with Vue.js + MySQL, tested with realtors & buyers.



- **7 - MVP & Features Delivered**

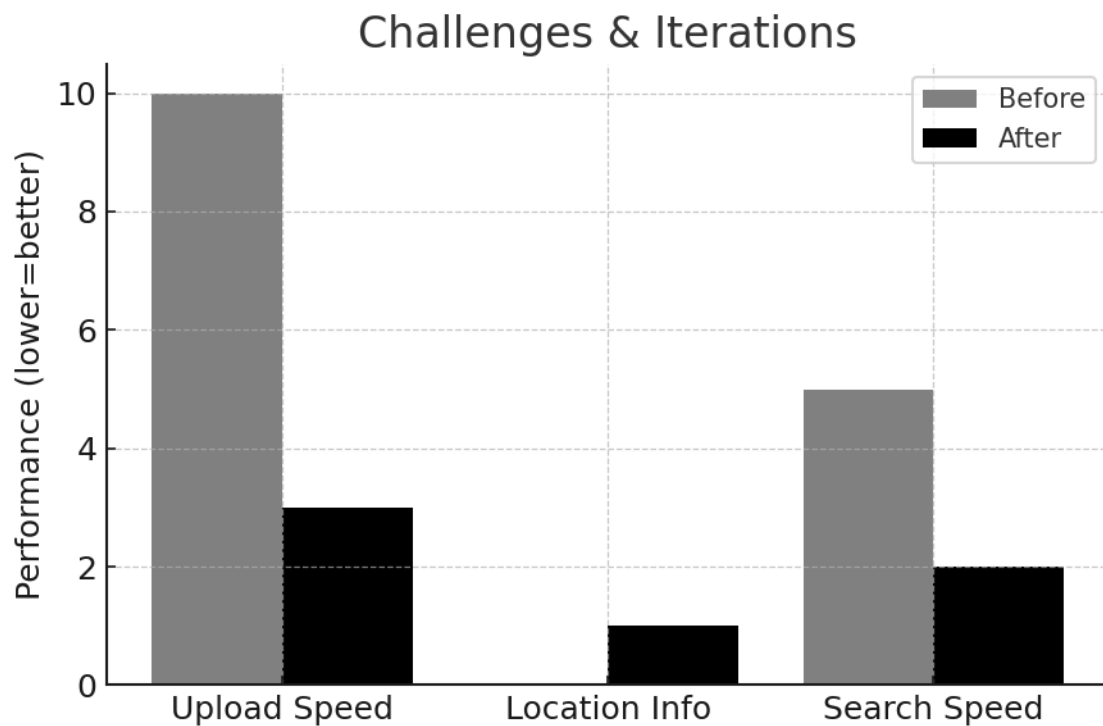
- Search/filter, listing cards, detail page, contact form.
- Admin panel, photo gallery, responsive & SEO optimized.

MVP & Features Delivered

MVP	Shipped	Planned
Search/Filter	Admin Panel	Map View
Detail Page	Photo Gallery	Favorites
Contact Form	SEO Basics	Mortgage Calculator

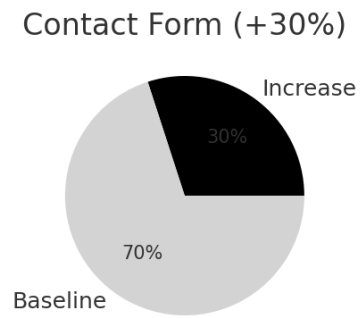
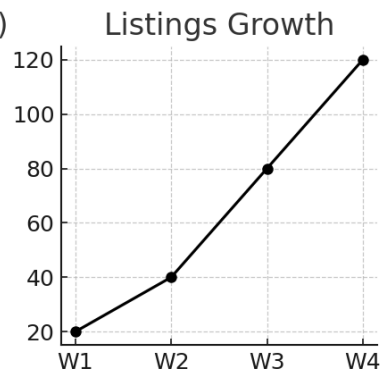
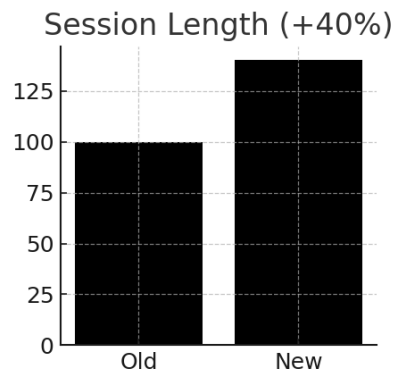
- **8 - Challenges & Iterations**

- Image upload slow → added drag & drop.
- Users wanted maps → integrated Google Maps.
- Search latency → optimized DB queries.



- **9 - Outcome & Metrics**

- +40% longer sessions vs old site.
- 120+ listings uploaded in month 1.
- +30% contact form usage.



- **10 - Learnings**

- Simplicity > feature bloat.
- Linear buyer journey is key.
- Small usability tweaks create big impact.

- **11 - Next Steps**

Mortgage calculator.
Buyer accounts & saved searches.
AI recommendations.

Mortgage Calc

Buyer Accounts

AI Recs

Next Steps Roadmap

