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Report

Introduction

The purpose of the first report delivered to DD Real Estate was to outline the problems that were hindering the performance and prosperity of the business both internally and externally, as well as recommendations to rectify these problems. Currently, these recommendations have been approved by the CEO and in this report, a requirements specification document from the work completed in the first report will be generated.

This report will include various things about the project: including the User Classes and Characteristics, Assumptions and Dependencies, the features of the system and the different external interface requirements, such as user, hardware, software and communications interfaces. The client will also be able to observe different appendixes that illustrate comparisons between the Conceptual model and the Real world, feasible and desirable changes in certain situations, the main use cases for the chosen system and the many packages for the use cases.

Overall Description

2.1 Product Perspective

The new system DD Real Estate will be using to create advertisements is Microsoft Access which is database software. This program will be used in two ways. The database will be used by DD Real Estate to compile an advertisement for a property and it will be uploaded on the DD website, where customers and potential buyers will be available to view all the properties advertised for sale. When it is on the website, the database will be read-only and cannot be edited. This software will be available on all of the computers at DD Real Estate.

2.2 Product Features

Microsoft Access contains several features that make creating an advertisement simple. After photos have been taken and uploaded onto the computer, they can be copied and pasted onto Access, allowing for a clear picture of what the property looks like. Property descriptions including location, price and feature can be simply typed and written in various styles and macros, which are buttons that perform tasks such as navigating to another page when clicked on, can be created with relative ease.

As for the customers, they will only be able to view the database from the internet. Their starting point will be on a form, which is an object on the database where data input occurs. A form can be designed and programmed where customers type their information into text boxes. After the data has been entered and the macro is clicked to perform the search, the database will return and show the matching results, if any. When the results are displayed, they can simply click on which property they would like to view via macros, making page navigation simple.

2.3 User Classes and Characteristics

DD Real Estate Employees

Frequency of use: Very often

Technical expertise: Limited

Experience: None

Security level: Low

This is new software that the DD Real Estate employees are using so their skills are limited. As administrators of the database, security is low, they will be able to create new advertisements and edit at their discretion.

Customers/Potential buyers

Frequency of use: Will vary from person to person, generally often

Technical expertise: Limited

Experience: None

Security level: High

Customers and potential buyers will only be able to view the database. They cannot make their own advertisements, edit or delete any existing data, meaning security will be high. They won't need any specific skills for the database, they will only need to click and type to be able to use the database as an end user.

2.4 Assumptions and Dependencies

- Software must be paid for
- The database doesn't need to record every search performed by customers
- Cannot purchase a property on the database
- Use of this software will mean Andrew no longer has to use a template for advertisements as the standard

System Features

System features of a system that is designed to advertise homes for sale to the public will enable the system to show a summary of houses that are on the market. It will also show a summary or average of the price ranges for houses on the market ready for advertising and also enable the system users to calculate different property prices in various locations and show what they are being advertised for. The system will also allow them to determine tenant owners and current houses being enquired about by potential renters (it can determine potential clients interested in purchasing or renting properties) by using this system. When an advertisement is placed, the system users are able to survey, calculate and determine the affects these advertisements are having on their competition. Thus showing their ability to attract potential clients and rent takers. This will also enable users to determine the effectiveness of the advertisement, which would then, once again enable the users of the system to determine their potential clients and renter of all the houses that are being advertised.

External Interface Requirements

User interface of the system will be easy for the end user to use. It will include buttons and text boxes for customers or employees to enter the data. The important information will be highlighted, so you can easily see the information. There will also be keyboard shortcuts, so the user can enter data quickly and precisely. There will be colored coded areas to distinguish different kinds of data that you will need to enter. For example, red for personal contact details and blue for housing details. Help messages will also be included to assist the user. Data will be displayed in a consistent font with the same background on every page. Design of the pages will be simple because they are easy to use. Feedback will be provided immediately, so the user will be informed of what is happening. Operations can be completed with limited 'mouse clicking', so the user can complete their task in just a few steps. The screen layout design will be easy for the user to see and decide where they will need to click. There won't be an overload of data in the screen layout, so the information can fit comfortably in one screen panel.

Appendix

Appendix A: Compare the Conceptual Model and Real World

Activity	Currently Done? (Yes/No)	Responsible Party	Present means of assessing performance	Current assessment	Possible responses (Activities)	Possible responses (Technology)
Determine stock/owner/customer/tenants	Yes	Barbara	n/a	n/a	Create database of stock with common attributes	Database
Where they decided what they should include	Yes	Sally (A variety of all employees using the system to be implemented)	n/a	n/a	Create a database which includes all relevant information about tenants, potential clients, competition and the effectiveness of the advertisement placements.	Database
Create advertisement	Yes	Evan	n/a	n/a	Design and create advertisement for houses to be rented for potential tenants/clients to view	Database
Place advertisement	Yes	Evan	n/a	n/a	Place advertisements in places where it will be well noticed by potential	Website/Billboards/Newspapers

					clients and the impact of competition is minimized.	
Determine effectiveness	Yes	Jill	n/a	n/a	By collecting stats or surveys being provided and using a database system, able to determine the effectiveness of the advertisement	Survey/Database
By placing the advertisements determine the competition	Yes	Andrew	n/a	n/a	Employee allocated to collect stats and information on expected growth from the Australian Bureau of Statistics	Database
Determine potential clients interested in purchasing properties	Yes	Mary	n/a	n/a	Create a marketing division in which they will be able to determine potential and interested clients in purchasing properties. (dedicating an entire team of employees to the marketing division to develop	Database

					thorough marketing strategies)	
Advertising generate market for new properties	Yes	Andrew	n/a	n/a	Using a database to determine the new properties to be placed on the market for clients to rent, using a website to be able to search for new properties.	Database

Appendix B: Assess the feasible and desirable changes, and recommend actions to improve problem situation

The problem with overdue payments does never know when a tenant is overdue in payment. This problem can be overcome by investing in a computerised system, which is more efficient than the manual process they were using before. The business could use a spreadsheet software or database application. Apart from calculating and keeping data organised, databases can also sort data and allow you to search through the data you've entered. These will benefit the business as it gives them somewhere to enter information about new clients, it may minimise the contact details of clients being lost, they can create reports to see how much rent is due this week, how much was paid this week and the amount of rent outstanding and tenants who have become behind in paying rent and need to be referred to the tribunal. Spreadsheet and database technologies can also make sure information about the properties are stored in the same location (maybe on a server), so it's easily accessible to all employees. By implementing these technologies the business will be able to provide exceptional service to all customers, which will lead to accurate reports being produced to every party that needs them.

The problem with the current system is that staff is required to remember details on property. This problem can be resolved by the use of spreadsheets and databases. By using technologies it can keep owners and prospective buyers better informed on properties available.

Technology is also another issue concerning DD; with Kay unable to use technology and being a slow typist, Sally saying computers are too slow and printers being too old and breaking down constantly and Peter saying databases have no reliable information, it is no wonder DD are having major issues with their clients. New technology will improve the staff efficiency and create better work environments for staff.

Once all of the above issues have been resolved, sales made from advertising may also increase. Marketing for rental properties may also increase as a result of advertising increasing because potential tenants will be able to look up valid information on properties. By having accurate data about houses for rent, employees can give clients up to date information about current homes, which may lead them to renting the home consequently meaning an increase in profit for the business.

Appendix C: Document the main use cases for your chosen system

Use Case: Inspecting Rental Property

Actors: Any Rental staff member (Initiator) (Andrew – rental manager, Ginger or Sally)

Purpose: To make sure that a rental property is in good condition, fit for sale

Overview: A member of the rental staff will inspect a rental property on behalf of the owners to make sure they are in good condition. After inspection, a Property Inspection Report is completed, one copy sent to put on file and one sent to the owner.

Type: Expanded

Importance: Primary

Technical Difficulty: Low

Cross References:

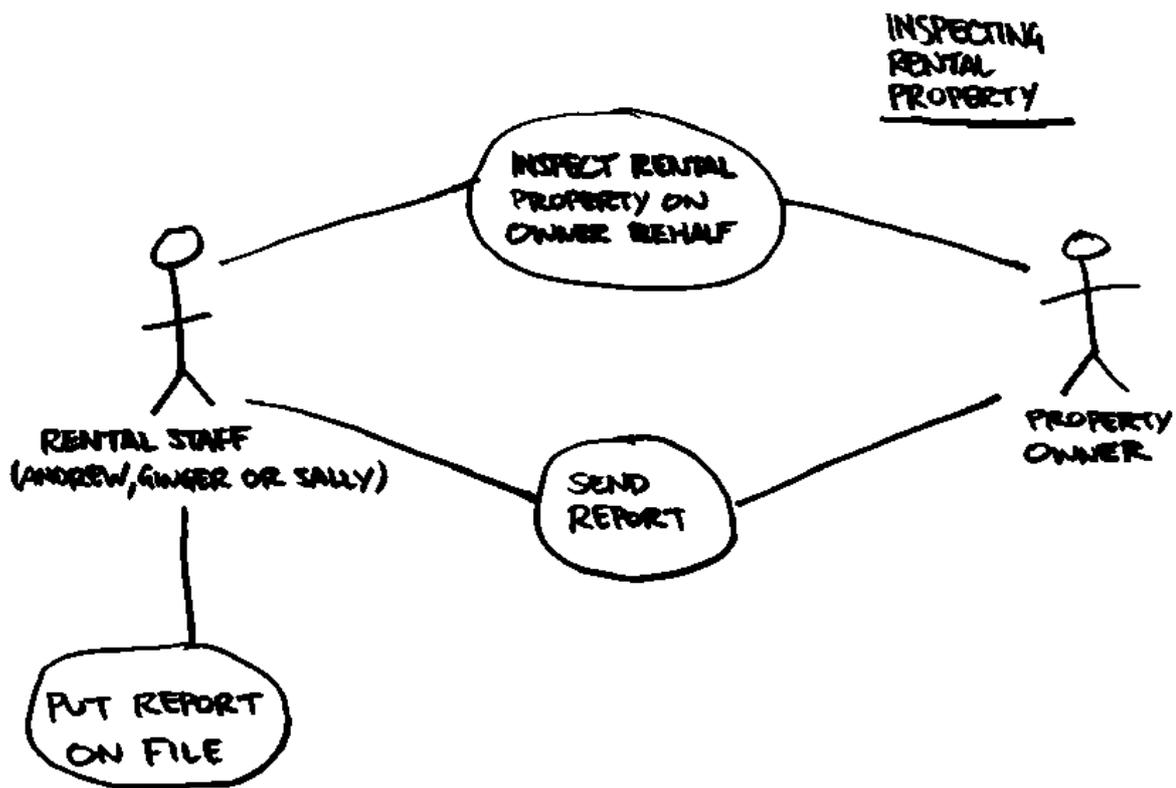
Pre-Conditions: The rental property must be listed with DD Real Estate

Typical course of events:

Actor Actions	System Response
1. A rental staff member will inspect a rental property on behalf of an owner, they can also inspect it when a tenant leaves	
2. After inspection, a Property Report Inspection is completed and copies are sent to be filled and sent to the owner	
	3. System stores the report in alphabetical order based on street name

Alternative Courses:

1. If the rental property is not in good condition then it is to be stated in the Property Inspection Report. The property will not be available for rental until it is in a satisfactory condition



Use Case: Creating An Advertisement

Actors: Any Sales staff member (Initiator) (Evan, Ben or Kay), Andrew, Property Owners

Purpose: To inform current and potential buyers about what properties are available and to persuade them to buy properties from DD Real Estate

Overview: A sales staff member will take photographs of properties using a digital camera and add a description including features and condition. It is then inserted into a data capture form and when the transmit button is pressed; the data will be automatically uploaded to the Findahome and DD websites. Evan, Ben or Kay, will then further consult property owners when determining the type of media (newspaper or radio) advertising to be used when selling their house. Once the payment for the advertisements is made, Andrew will then administer the advertisement, as he is responsible for all advertisements.

Type: Expanded

Importance: Primary

Technical Difficulty: Medium

Cross References:

Pre-Conditions: A property must be listed for sale

Typical course of events:

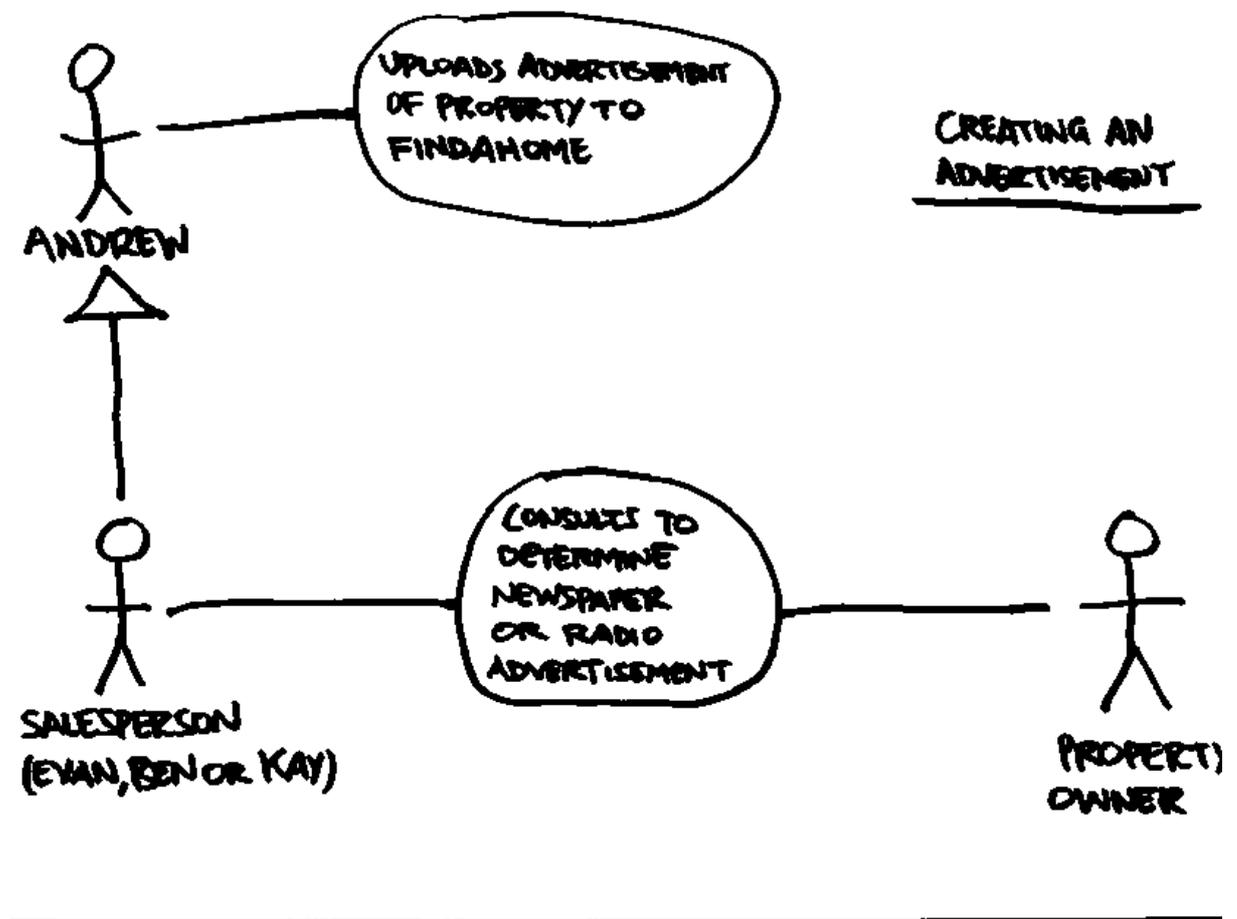
Actor Actions	System Actions
1. A sales member will take photos of the property with a digital camera, descriptions will be added including features and condition	
2. when all the data gathering is complete the data is inserted onto a data capture form and the transmit button on the camera will automatically upload to the Findahome and DD websites	
	3. Findahome stores the data on the property on their website for easy access
4. A member of the sales team (Evan, Ben or Kay) will consult the property owner about determining a newspaper or radio advertisement for selling their house	
	5. System will calculate how much the advertisement will cost (Findahome generally charges \$2000 plus other services)
6. Customer makes payment	

Alternative Courses:

1. If the property owner decides to take their house off the market, then the advertisement cannot take place. Also, If the necessary files do not exist such as the photos and property details, then they must be gathered by someone from the sales department. If not possible, advertisement of property is not possible.

4. The property owner decides not to have either a newspaper or radio advertisement for their property. End action.

6. Customer has insufficient funds, Advertisement will not take place unless payment has been made



Use Case: Selling Property

Actors: Any Sales staff member (Initiator) (Evan, Ben or Kay), Potential Buyer

Purpose: To get a customer to either rent or buy a property for sale from DD Real Estate

Overview: A member of the sales staff will talk to a customer who has walked into DD's office, looking for a property to rent or buy. The details of people who wish to rent or buy are taken down in an attempt to match their requirements with the properties that are available. If not possible at the time, then the customer is then contacted when a suitable property is available. When a customer has decided on a property, they make their payment to DD Real Estate.

Type: Expanded

Importance: Primary

Technical Difficulty: Medium

Cross References: <<Extends>> Paying Commission

Pre-Conditions: A property must be listed for sale

Typical course of events:

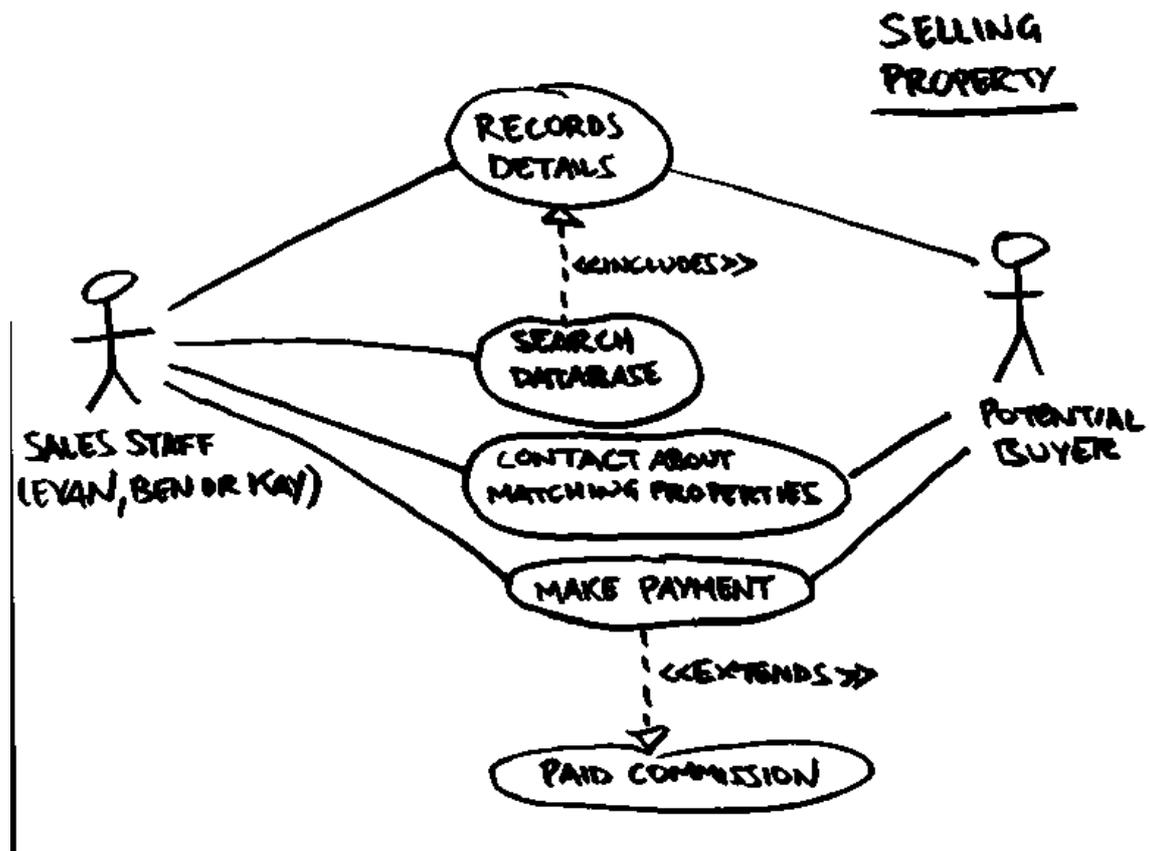
Actor Actions	System Response
1. Customer walks into DD offices and it consulted by one of the sales staff member about renting or buying a property	
2. Sales member will record details of customers and attempt to match their requirements with current properties available	
	3. Database will search to find properties matching the requirements of the potential buyers
4. Sales member will notify the customer of what properties have matched their requirements	
5. When the customer has chosen a property to buy or rent, they fill out the necessary paperwork	
	6. System records data on customers
7. Customer makes payment of property	

Alternative Courses:

3. If there are no matches, the sales staff member will contact the customer as soon as there is a new matching property

4. The customer decides not to purchase any properties. Property cannot be sold, end action.

7. Customer has insufficient funds, they are not listed as the owner or tenant of the property until they have paid



Use Case: Paying Commission

Actors: Office staff members (Initiator) (Graham – Office Manager and Felicity), Sales staff members (Evan, Ben and Kay)

Purpose: To pay the sales staff members their commissions based on the properties they sell

Overview: A sales member is paid on the basis of a retainer plus commission on the property they sell

Type: Expanded

Importance: Optional

Technical Difficulty: Low

Cross References: <<Includes>> Selling Property

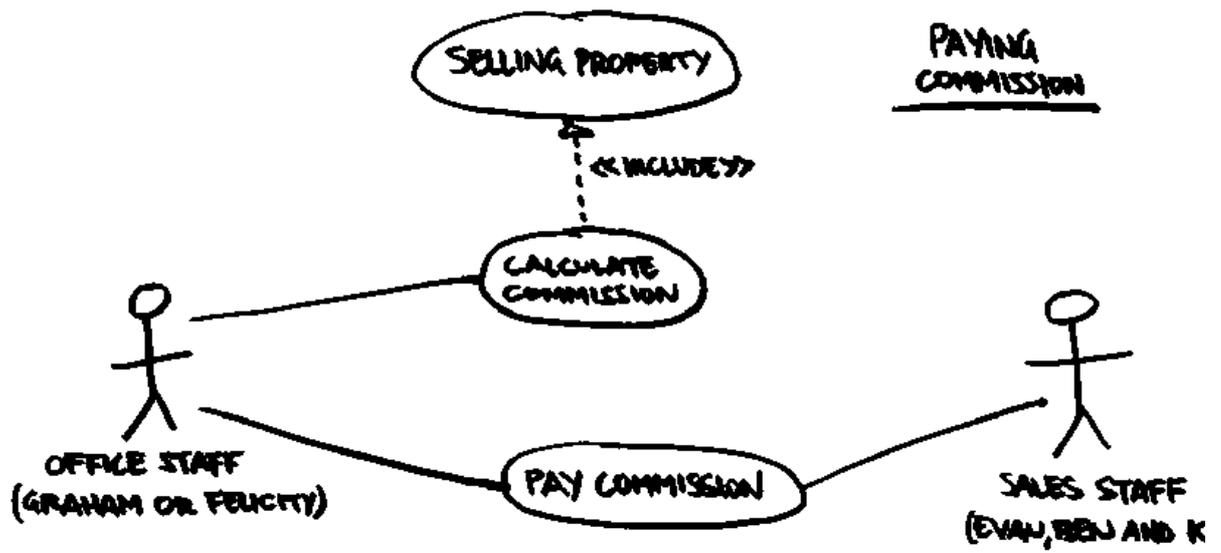
Pre-Conditions: A member of the sales team must have sold at least one property

Typical course of events:

Actor Actions	System Repsonse
1. After a sales member has sold a property for either rent or purchase, the office staff will determine how much commission the sales staff is to be paid	
	2. System will calculate how much the sales member will get paid based on a percentage of how much the property was sold for
3. Sales member receives commission	

Alternative Courses:

2. System returns incorrect payment, commission is calculated manually using a calculator



Use Case: Making Rent Payments

Actors: Customer (Initiator), Sally, Property Owner

Purpose: For a customer to make their rent payment

Overview: After a customer purchases a property for rent, they must make monthly rent payments

Type: Expanded

Importance: Secondary

Technical Difficulty: Low

Cross References: <<Includes>> Selling Property

Pre-Conditions: A customer must be renting a property

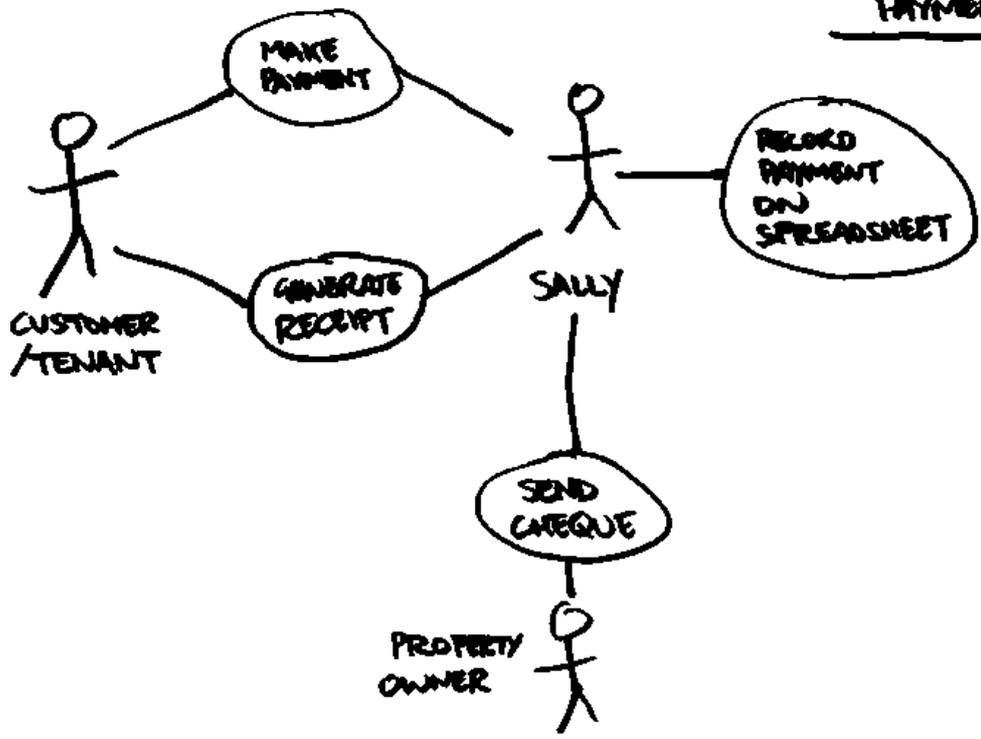
Typical course of events:

Actor Actions	System Response
1. A customer will make the rent payment to DD Real Estate	
2. Sally the accountant will handle the financial transaction and record the rent payment	
	3. A record of the rent payment is recorded on a spreadsheet
4. To validate the payment has been made, Sally generates a receipt and record of payment for the company and the customer	
	5. Once the rent payment has been successful, the money is transferred to the company trust account
6. Sally then sends a rent cheque to the owners (monthly basis)	

Alternative Courses:

2. The customer has insufficient funds and cannot pay rent, Sally cannot record the payment

MAKING RENT PAYMENT

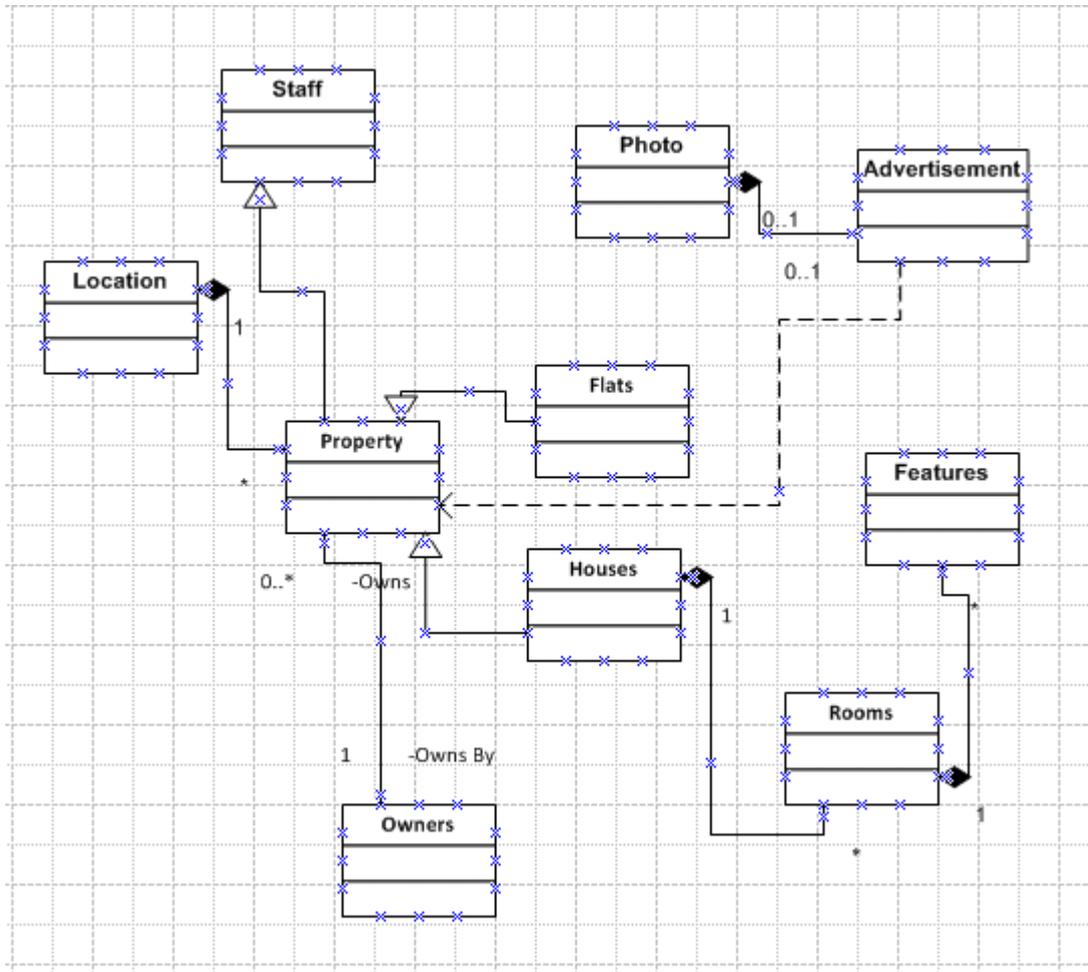


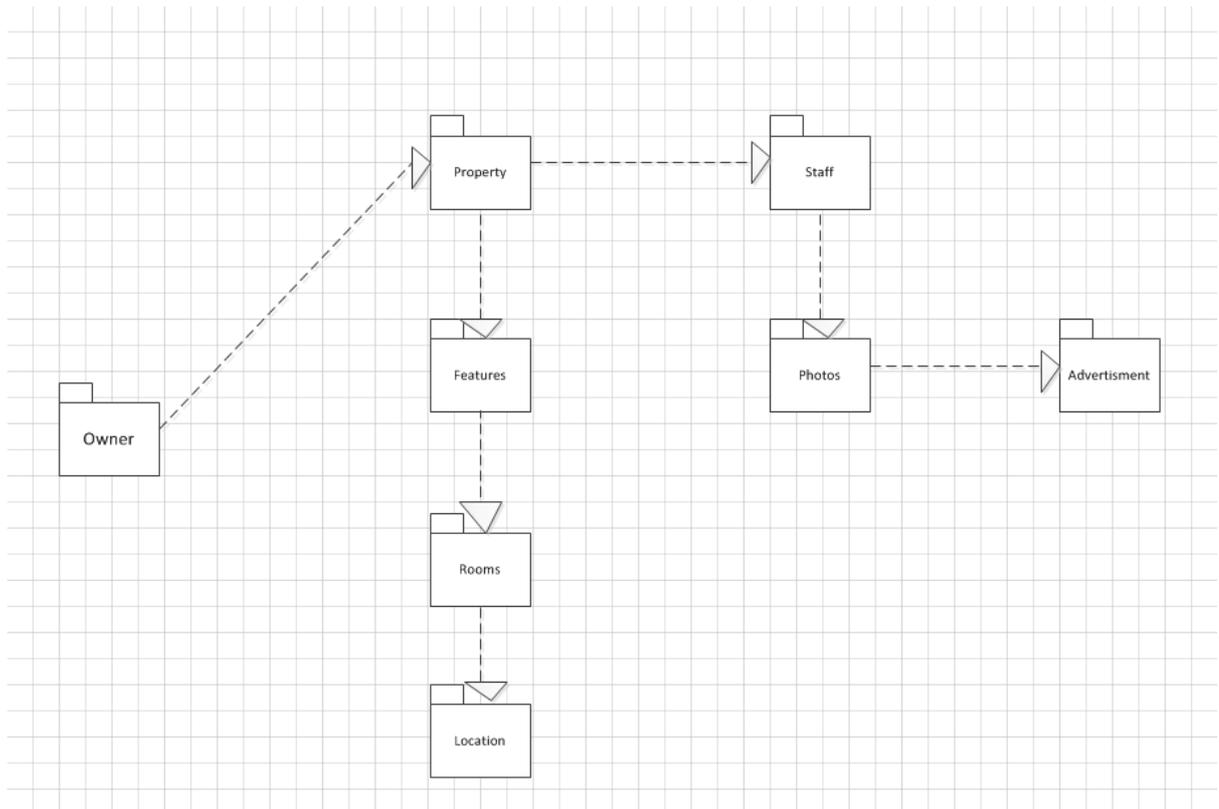
Appendix D: Identify packages that would be needed for each major use case

Packages

- Properties
- Owners
- Vacancy rates
- Advertising media (newspaper, billboards, TV, radio)
- Types of properties (flats, apartments)
- Effectiveness of advertisements
- Inquiry about the advisements (where did clients hear about the property)
- Place of advertisement (in the street, bus stops)
- Transactions
- Invoice survey
- Budget
- Competition
- Withdrawal transaction

Appendix E: Class Diagram





Physical

- Media (newspaper, billboard, radio, posters)
- Type of house to be advertised (flats, apartments, houses)
- How effective was the advertising.

Business

- Cost of advertising.
- How many ads will be placed.
- Where and when the ads will be placed. I.e. on TV at a certain time, or in the news paper everyday of the month.