



## Case Study



**Icreon**

# TrustedLets

An online platform for landlord and tenant interaction

**Our client, a UK based entrepreneur, wanted a web based solution that would provide a platform for landlords and tenants to interact with each other thereby simplifying the process for them to identify, assess and select prospects. The solution was required to enable both landlords and tenants to build their reputations via means of ratings received from others. The ratings were to be used as a tool to assess the potential of a person as a landlord or a tenant. Based on these requirements, Icreon designed and developed the trustedlets.co.uk website on the .net Framework. The solution provides our client with a means to easily operate and manage the online service.**

## Customer Profile

Our client is a UK based entrepreneur.

## Business Requirements

With people constantly on the look out for property to rent or let, the task of choosing the right landlord/tenant is a daunting task. To ease this process, our client wanted to offer an online service that would enable landlords and tenants to directly communicate with each other thereby reducing the time and cost involved in identifying and assessing potential tenants/landlords. Each registered user of the website was to be provided with an internal mail account that they could use to communicate with other members. A rating feature was to be built into the solution. Since the rating was to be used to build the reputation of a user as a landlord or tenant, stringent checks and security features were required to ensure that the ratings are genuine. A subscription based advertisement service was to be provided wherein landlords and tenants could post advertisements and track the responses to them. A host of additional features such as a discussion forum, article submissions etc were required to be built into the solution. Extensive security measures were required to be built into the website to ensure data security. The website was required to support multiple languages. In order to ensure a smooth functioning of the website, a tool whereby the website administrators could perform site administration and maintenance tasks was required.

## A web based solution to facilitate interaction between landlords & tenants

The solution, developed on the .net platform, provides an online platform for landlords and tenants to interact and communication with each other. The website is multilingual and can be viewed in English, French, and German etc. Extensive security features have been built into the system to ensure security of user data stored with the website. Typically users are asked for passwords when performing important tasks such as suspending membership, withdrawing advertisement etc. Additionally, SSL has been used for various pages. Several third party tools have been customized and integrated with the solution to provide for various functionalities such as discussion forum, e-mail system, graphs etc.

The solution provides a means for landlords and tenants to register with the website and create their profiles. Several checks have been put in place to ensure the authenticity of users registering with the website. The administrator is provided with the facility to view all registrations and reject dubious ones. Upon registration each user is provided with access to a personal mail account that they can use to send and receive messages from other website members.

One of the most important features of the website is the rating service wherein landlords and tenants can each rate their experiences with the other. To build his/her reputation, a user can request a rating. In order to ensure authenticity of the users rating each other and to prevent a fake rating, both parties must agree to share their personal information and confirm the identity of the other before rating. The rating process involves the landlord/tenant being rated on a scale of 1 to 5 on various parameters such as reliability, timely payment of rent, administration etc. Comments can also be entered for each of the parameters. The parameters will vary for a tenant and landlord. Each individual parameter is taken into account to arrive at an overall rating for the user. The rating is valid for a period of three months and at the end of which both parties will be asked to provide a fresh rating. A rating received by a user is available on his/her profile and is depicted graphically. A cumulative rating of all landlords/tenants on the website is also shown.

Registered users also have the facility to subscribe to the advertisement service that allows them to post and manage their advertisements. Users can post advertisements based on the subscription package (the packages and rates can be managed by the administrator) and their user type (tenant or landlord). An exhaustive search has been built into the solution allowing users to search for advertisements on the basis of a variety of parameters such as property type, size, external & internal specifications, lease terms etc. Users can also search for and locate properties on the map.

The website includes an article submission feature wherein registered users can submit articles and also rate articles submitted by others. The top rated articles and writers are highlighted on the website. Users can also interact with each other through the discussion form.

The solution includes an admin panel that can be used by the administrators to perform a variety of maintenance and administration tasks such as view and manage the details of all website users, track user activity, process requests/feedback submitted by users, generate site performance and revenue reports etc.

#### **Technologies used in developing this application are:**

