Casamozambique.co.mz

ABOUT THE CLIENT

Casamozambique.co.mz is a leading online marketplace that deals in real estate and is headquartered in Mozambique, a country in Africa. The website is developed as a platform between the real estate buyers, sellers, and brokers in various parts of Mozambique. The website aids the agents to display and notify about various residential and commercial properties available for sale, rent, and lease. It has provided an easy doorway to the people looking for real estate facilities within different parts of the country. The Client is a pioneer in the country to initiate the digitization of real estate marketplace which is open for everyone to access at anytime from anywhere. The client has simplified the process of real estate search and advertisement by putting all the details altogether on a single platform.

At present, the client is providing agents and customers with services including 3D architect plans, home loan calculators, trending real estate market news, interior and home improvement tips, current price trends, and more. The recent stats of 3 months combined, it was shown that the website gets approx. 21,000 sessions every month by about 11,150 users. The bounce rate of the website was reported between 30-40% which is very low in terms of a startup website. Casamozambique.co.mz is first of its kind of website in Mozambique and has improved the real estate market by digitizing the various processes.

GOALS OF THE PROJECT

The client was looking for an online platform which could be used as a digital tool for real estate buyers, sellers, and agents to simplify the transactions and advertisement for sale, purchase, and lease of the properties in Mozambique. Since the client website is not directly involved in any kind of monetary transactions related to the properties listed on the webcast, it was simplified to create its decorum as mere a platform for interaction between people. Using this platform, the visitors can directly interact with their respective service providers or buyers. The client also wanted to promote the tourism of Mozambique and thus has listed a plethora of resorts and hotels around the country. Tourists can explore this website for gaining information like hotels, locations, availability, contact details, and more.

The client has also added a Bond Calculator feature on the website that helps even the layman to calculate the amount they need to invest in a property. It makes the property buying decisions easy as people can get to know about their expenses on the monthly, quarterly, half-yearly, or yearly basis. Other two beneficial services those can be availed on the platform are the Home Insurance Services and a wide listing by Packers & Movers in the country. In a nutshell, we have developed this web application to aid the real estate related queries and needs of property buyers and sellers.

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• CHALLENGES

Since Casamozambique.co.mz is first of its kind of website for the natives of the country, thus client required a simple yet engaging web application for its users. The client required a website that was easy to list any property and create a profile by the brokers, agents, and other sellers. The client also required a web application with an effective CMS so that they can make the suitable changes on the web pages according to their requirements.

Another major challenge that we faced while developing the website was to develop a website that will be functional even on a minimal internet speed as the internet speed in Mozambique is very slow.

- ## SOLUTIONS

Developing a real estate based web page was not an arduous task but to maintain its user friendly interface was challenging as the concept of the website was a revolutionary idea in the country. To generate a good traffic and improve the usability of the website, we used basic formats, easily readable font, and basic web animations. The web application has received an impressive response from the users from all across the nation and by tourists as well.

To tackle the internet speed concern in Mozambique, we took various measures including:

- Developing 2 websites instead of one; one for desktop and one for mobile.
- Size of the images was reduced to the extent that they can be downloaded as quickly as possible, without compromising on size.
- Third party caching services are used to boost the speed of website in particular regions.
- Optimized Java Script and HTML are used to speed up the web application.

TECHNOLOGIES USED

Casamozambique.co.mz is the pioneer in developing the digital interface for real estate in Mozambique thus the clients required a very simple yet effective web system that can be managed and developed easily.
To develop an easy to use yet innovative web system for the client, we have used following technologies:

- Nginx
- Laravel
- PHP
- JQuery
- JQuery UI
- HTML5
- JavaScript

RESULTS

Being a pioneer in the country, Casa Mozambique received a profound response from the residents, tourists, and businesses. The recent picture of data from the website shows that Casamozambique.co.mz has reportedly witnessed over 20,000 sessions by over 11,100 visitors among which the percentile for new sessions is 54% approx. The website is also receiving notable sessions by returning visitors that sum up to 43% approx. of the total visitors recorded in the data summary of last 3 months. The easy yet impactful web design has engaged the customers with the website thus making it useful and beneficial for the users.