**Project Design Phase**

**Problem – Solution Fit Template**

|  |  |
| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID49487 |
| Project Name | House Hunt: Finding Your Perfect Rental Home |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

**Purpose:**

* Solve complex problems in a way that fits the state of your customers.
* Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
* Sharpen your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
* **Understand the existing situation in order to improve it for your target group.**

### ****1. Target Customer Segments****

| **User Type** | **Description** |
| --- | --- |
| 🧑‍💼 **Tenants** | Individuals seeking verified, affordable rental properties without broker involvement (e.g., students, professionals, families) |
| 🏠 **Landlords / Owners** | Property owners looking to easily list and manage rental units |
| 🧑‍💻 **Admin / Platform Managers** | Responsible for managing listings, verifying users, and maintaining security of the platform |

**2. Customer Problems / Pains**

| **Problem / Pain** | **Explanation** |
| --- | --- |
| Unverified and outdated property listings | Causes trust issues and wasted time for tenants |
| High brokerage and middlemen dependency | Tenants are forced to pay unnecessary fees |
| Lack of easy listing tools for landlords | No simple way to add/manage properties online |
| Inefficient search and filter experiences | Users can’t quickly find what matches their needs |
| Poor communication between owners and tenants | No integrated chat or contact support |
| Limited mobile-friendly solutions | Existing platforms are not optimized for mobile use |

**3. Existing Alternatives**

| **Option** | **Limitations** |
| --- | --- |
| Magic  Bricks, 99acres | Cluttered with agents, outdated listings |
| Brokers / Agents | High fees, low transparency |
| WhatsApp / Facebook | Unstructured, spam-prone, no verification |
| Word of mouth | Not scalable, very limited reach |

**4. Proposed Solution – House Hunt**

| **Feature** | **How It Solves the Problem** |
| --- | --- |
| Verified Listings | Builds trust and avoids scam rentals |
| Real-time Room Booking | Tenants can instantly book rooms from live availability |
| Role-Based Access | Admin, Landlord, and Tenant get personalized controls |
| AI Chatbot + Voice Search | Easy search via natural language and speech input |
| Responsive UI (React + Bootstrap) | Great experience on mobile and web |
| Backend with Express & MongoDB | Scalable and efficient storage & retrieval of user/listing data |
| Cloud Deployment Ready | Available 24/7 with minimal downtime |

**5. Unique Value Proposition (UVP)**

**“Broker-free, AI-enabled house rental experience designed for speed, trust, and affordability.”**

* Instant access to verified rental homes
* Voice-enabled smart search
* No intermediaries, no hidden fees
* One-stop dashboard for tenants, landlords, and admins

**6. Customer Behaviour Channels (Adoption Strategy)**

| **Channel** | | **Description** |
| --- | --- | --- |
| Mobile App Stores | Publish as native app or PWA | |
| Social Media Ads | Run geo-targeted ads for rentals | |
| University Tie-ups | Offer student housing features | |
| Referral Programs | Incentivize users to invite others | |
| Email/SMS Reminders | Notify users on availability, rent due, etc. | |

**7. Key Metrics for Success**

| **Metric** | **Target** |
| --- | --- |
| User sign-ups per month | ≥ 1000 |
| Active verified listings | ≥ 500 |
| Mobile app downloads | ≥ 2000 within first 2 months |
| Repeat usage rate | ≥ 30% |
| Booking completion time | < 3 mins |
| AI chatbot usage | ≥ 40% of search traffic |