

**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
 <b>Tenants</b>	Individuals seeking verified, affordable rental properties without broker involvement (e.g., students, professionals, families)
 <b>Landlords / Owners</b>	Property owners looking to easily list and manage rental units
 <b>Admin / Platform Managers</b>	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Unverified and outdated property listings	Causes trust issues and wasted time for tenants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Magic Bricks, 99acres	Cluttered with agents, outdated listings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