



Social**Housing**

A hand holding a set of keys, symbolizing rental or housing. The image is a close-up of a hand holding a set of keys, with the keys being a mix of silver and gold. The hand is positioned in the upper left corner of the frame, and the keys are held in a way that they are clearly visible. The background is a solid blue color, which makes the hand and keys stand out.

A new renting experience

SocialHousing is a platform designed to **streamline the rental process** in **Italy**, enabling users to not only inspect the condition of rooms and houses but also engage with one another.

By integrating social network features like public comments and real-time chat, SocialHousing goes beyond traditional rental platforms, creating a **dynamic community** where users can connect and share experiences.

At the heart of SocialHousing is **user interaction**: with just a click, you can connect with your future roommate or reconnect with a past tenant. It's all about making the rental experience more social, seamless, and trustworthy.

SocialHousing is designed for **tenants and landlords** who want to avoid turning the rental process into a full-time job while maintaining security and quality.

Desk research

~712k

potential **rental demands** in 2023. The rental issue affects not only students but also workers. Additionally, more and more families are being forced to live in rental properties due to the steep increase in property purchase prices.

~830k

italian **students living away** from home in 2023.

60%

of students* reported having **significant difficulties finding housing**. The main issues were false listings (30%) and unacceptable living conditions (42%).

+2,1%

is the **increase in rental prices** in 2023, reflecting the constant rise in demand for rentals.

Benchmark

Direct competitors

Immobiliare.it

The main platform for rental searches in Italy

Bakeca

General website for buying and selling, not limited to houses.

Airbnb

Mainly used for searching short-term rentals and vacation homes.

Idealista *

Has been gaining popularity recently.

Casa.it *

Many filters available to select.

Wikicasa *

Many filters available to select.

* very similar features

Indirect competitors

Social Networks

(Facebook)

In Italy, many people use social networks and Facebook groups to share listings.

Booking.com

Not commonly used for rentals, but sometimes used for short-term rentals.

2 USER TYPES



TENANT *



LANDLORD

*Main type of potential users of the platform

USEFUL INFORMATION

CONTACTS AND
AVAILABILITY
(BOTH OF
PROPERTIES AND
TENANTS)

CONDITION OF
THE PROPERTY
(APPLIANCES,
FIXTURES,
SANITARY
EQUIPMENT, ETC.)

INFORMATION ON
UTILITIES, TENANTS, AND
PROPERTY
MANAGEMENT BY
THE LANDLORD

DETAILED
PHOTOS/VIDEOS
OF ROOMS AND
APARTMENTS

FRUSTRATION REASONS

ENCOUNTERING
FRAUDULENT
USERS

THE SCARCITY OF
LISTINGS OR
OUTDATED ONES,
AND THE DIFFICULTY
IN CONTACTING
THE LANDLORD

DEAL WITH
LOTS OF
BUROCRACY

UNCLEAR LISTINGS,
POOR-QUALITY
PHOTOS AND LACK
OF
REVIEWS

TRUSTWORTHY ELEMENTS

HAVING PLENTY
OF INFORMATION
AND THE PHONE
NUMBER OF
OWNERS/TENANTS

FEEDBACK

MANY DETAILED
PHOTOS OF THE
HOUSE AND A
DESCRIPTION OF
THE ROOMS AND
CONDITION

HAVING SOME
ADDITIONAL
INFORMATION
ABOUT THE
POTENTIAL TENANT

WHAT IS MISSING IN CURRENT RENTAL PLATFORM

RATINGS FROM PREVIOUS
TENANTS ON VARIOUS ASPECTS
OF THE HOUSE/ROOM, FROM
FUNCTIONALITY TO RELATIONS
WITH THE LANDLORDS

INTERACTION
WITH OTHER
USERS

Affinity map



Persona 1



"I enjoy my job and love working remotely. I know Milan is just a temporary accommodation as my wife and I plan to travel around the world."

Marco

35 years old | Software Developer | Married

📍 Milan, Italy

Marco is a young software developer living in Milan with his wife. Unsure about where he wants to settle in the coming years, he is currently looking for an apartment to rent while he considers whether to purchase a home.

MOTIVATIONS

- Traveling with her wife
- Starting a family
- Work-life balance

BRANDS

- Dell
- Nike
- Rains

FRUSTRATIONS

- Not having time for family
- Wasting time investigating fraudulent listings
- Not having much space at home

Selma

24 years old | Economics student & Consulting intern| Single

📍 Naples, Italy

Selma is an economics student and a consulting intern. Originally from France, she has been living and studying in Naples for the past four years. Currently, she shares a flat with roommates but is looking for more space and hopes to move into an apartment or studio.

MOTIVATIONS

- Building a career
- Living a healthy life
- Being respected in society

BRANDS

- Uniqlo
- Lululemon
- Samsung

FRUSTRATIONS

- Not having enough space to exercise at home
- Not being able to establish a routine due to shared spaces
- When she doesn't get good grades on exams

Persona 2



"I hope to become financially independent soon. My main goal is to advance in my career, and I need my own space to focus on myself."

Persona 3



"I'm really excited to be starting university. I hope my new flatmates will make my experience a great one and become my friends!"

Claudia

19 years old | Literature student | Single

📍 Rome, Italy

Claudia is a first-year literature student at University in Rome. She has never lived alone and hopes to find friendly flatmates. She's excited to share her space with someone who is going through similar experiences.

MOTIVATIONS

- Having an active social life
- Doing sports
- Becoming a good student

BRANDS

- Apple
- Adidas
- Zara

FRUSTRATIONS

- Struggling to integrate easily
- Being afraid of leaving home
- Not being independent in the search for a room

Daniela

45 years old | Lawyer| Single

📍 Turin, Italy

Daniela is a professional lawyer with several real estate properties. She wants to rent out her properties without taking too much time away from her work and ensuring they are entrusted to tenants who will treat them with care and respect.

MOTIVATIONS

- Becoming an international lawyer
- Taking care of one's assets
- Exercising regularly

BRANDS

- Apple
- Chanel
- Tesla

FRUSTRATIONS

- Not having enough time to take care of oneself
- Wasting time dealing with scams or rental issues
- Risking doing things carelessly

Persona 4



"I know I'm privileged, but managing rental properties has basically become a second job for me, and I just can't keep up with it."



Selma

Customer journey map

(tenant)

	AWARE	RESEARCH			DREAM ABOUT FUTURE	REPEAT
USER GOALS	Exercising and staying fit after work	Find a new place to live	Finding more information about the accommodations	Stopping feeling frustrated during her searches	Having space to do her things whenever she wants	Find a new place to live
TOUCHPOINTS*						
CHANNELS		Websites, apps				Websites, apps
EMOTIONS	DELIGHTED					
	NEUTRAL					
	FRUSTRATED					
PROCESS	Selma comes home and wants to exercise, but there isn't enough space in her room, and the common areas are occupied	She grabs her computer and starts looking for a new place to live. She is hopeful about finding one and sees many listings she likes	She doesn't find the information she needs for many of the listings. there aren't enough photos or descriptions of the properties	She can't find anything that convinces her in the end. She closes all the websites she opened and shuts down her computer	The week after Selma goes to the kitchen and it is occupied. She start to think about how much she'd like to live alone, considering resuming her search	Selma picks up her computer and starts searching

*WORK IN PROGRESS



Customer journey map

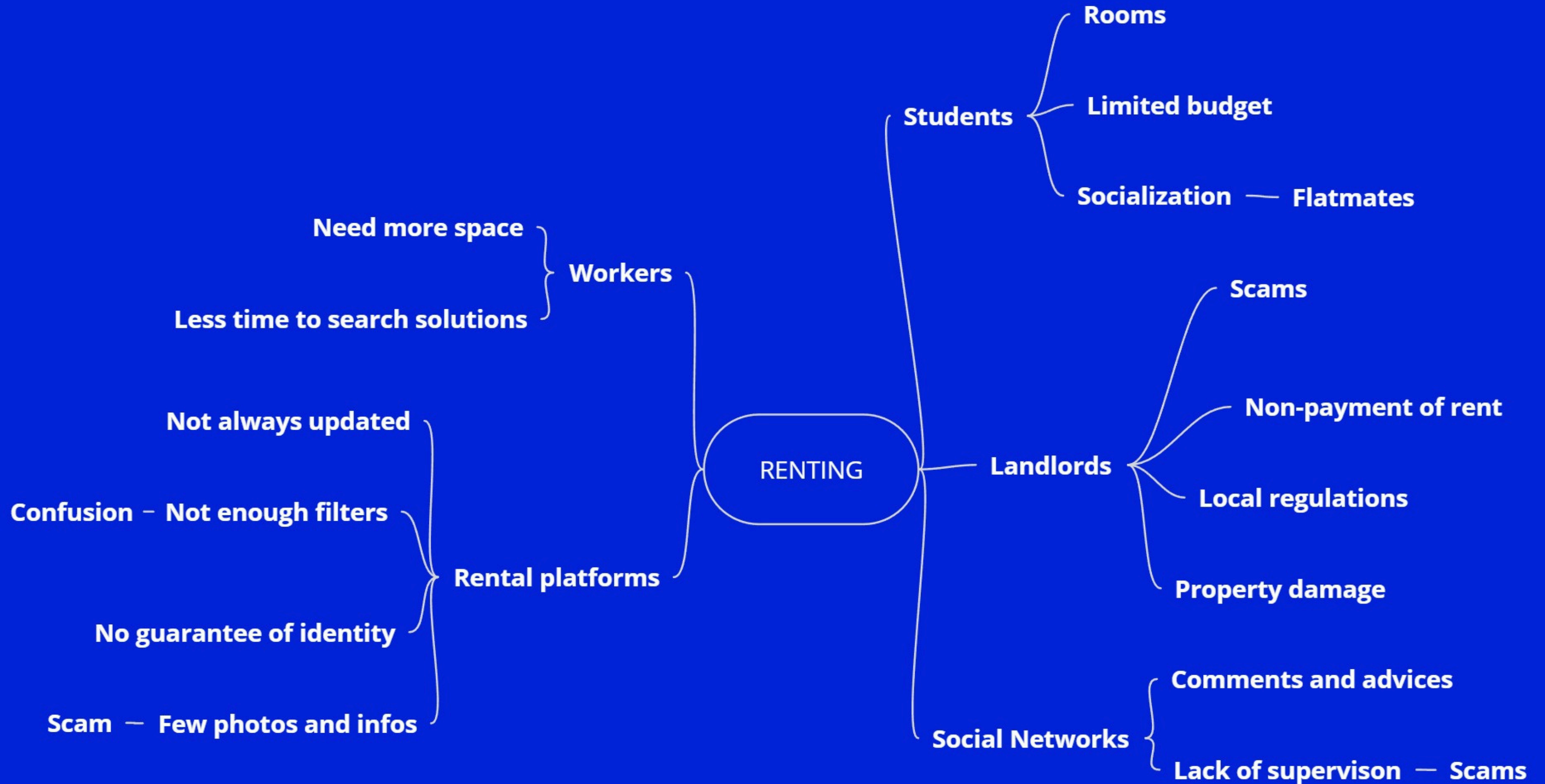
(landlord)

Daniela

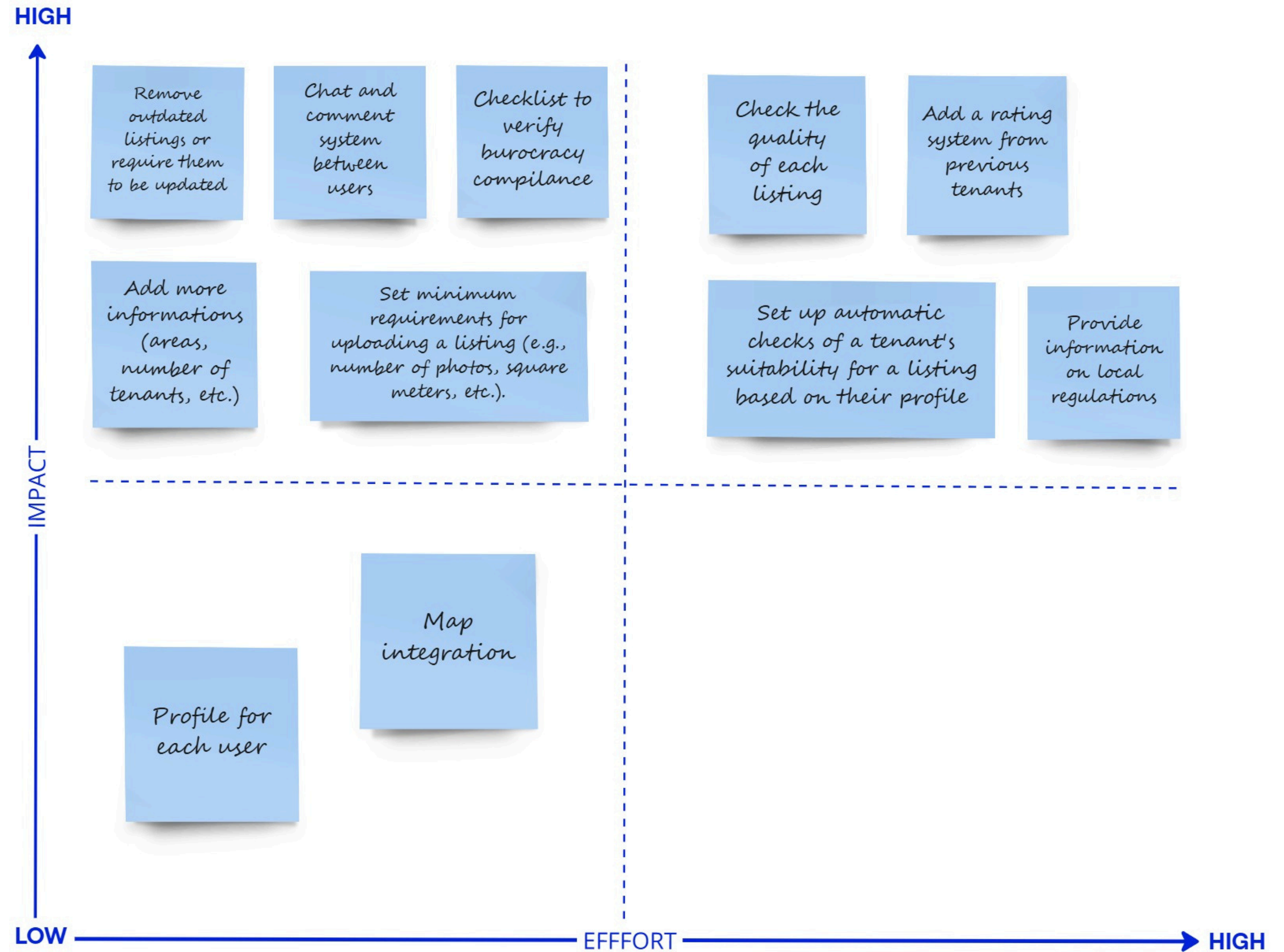
	CONTACT	INTERACTION WITH POTENTIAL TENANT			REPEAT
USER GOALS	Working	Rent property	Answering the questions while continuing to do her job	Stop dealing with the impatient user and focus on work	Renting out the property without all those efforts
TOUCHPOINTS*					
CHANNELS	Website, email	Email	Email	Email	Websites, apps, emails
EMOTIONS	DELIGHTED				
	NEUTRAL				
PROCESS	FRUSTRATED				
PROCESS	During work, Daniela receives an email requesting information about a property	She replies to the email, hopeful that she will finally be able to rent out her apartment	The user asks her many questions, the answers to which she had already provided in the listing (even if within a very long text)	Daniela is unable to respond quickly because she is at work, and the user becomes impatient, telling her that they are no longer interested	Other users contact Daniela, and on one hand, she is happy to have opportunities to rent out an apartment, but on the other hand, she is unsure if she will be able to manage the requests

*WORK IN PROGRESS

💡 Mind map



Impact/effort matrix



Contents (tenant)

Tenant **account** creation (form)

Onboarding (interactive tour)

Help center (FAQ, contacts)

Available **listings** (list)

- Personalized suggestions (list)
- Rental reviews (scores) + add your own (form)
- User comments + add your own (form)

Geographic visualization (maps)

User **profiles**

Articles and tips (articles)

In-app **chat**





Contents (landlord)

Landlord **account** creation (form)

Onboarding (interactive tour)

Help center (FAQ, contacts)

Current **listings** uploaded (list)

- Listing upload (form)
- Your rental reviews (score)
- User comments + add your own (form)

User **profiles**

Ads upload **guidelines** (articles)

Burocracy **checklist** (forms)

In-app **chat**

Information architecture



LANDLORD



TENANT



GENERAL

The platform is designed to meet the diverse yet **complementary needs** of property owners and tenants. For this reason, upon account creation, users are provided with features tailored to the type of account they choose to create.

The core concept behind the application is to present information clearly and effectively while **guiding users through the rental process** as seamlessly as possible.