SocialHousing

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 reasearch

~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.

*over a sample of 20,000

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

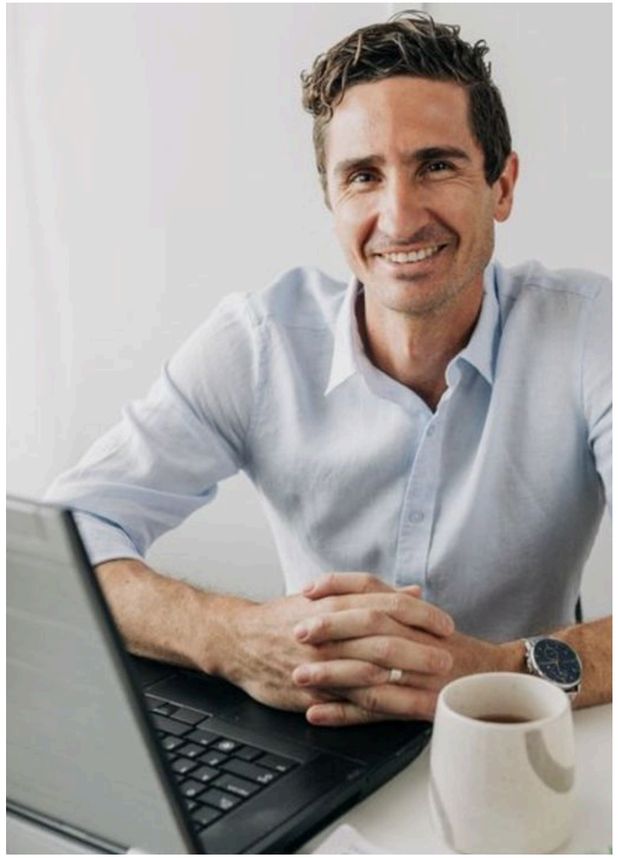
- Having plenty of information and the phone number of owners/Tenants
- Feedback
- Many detailed photos of the house and a description of the rooms and condition
- Having some additional information about the potential tenant

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

Persona 2

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

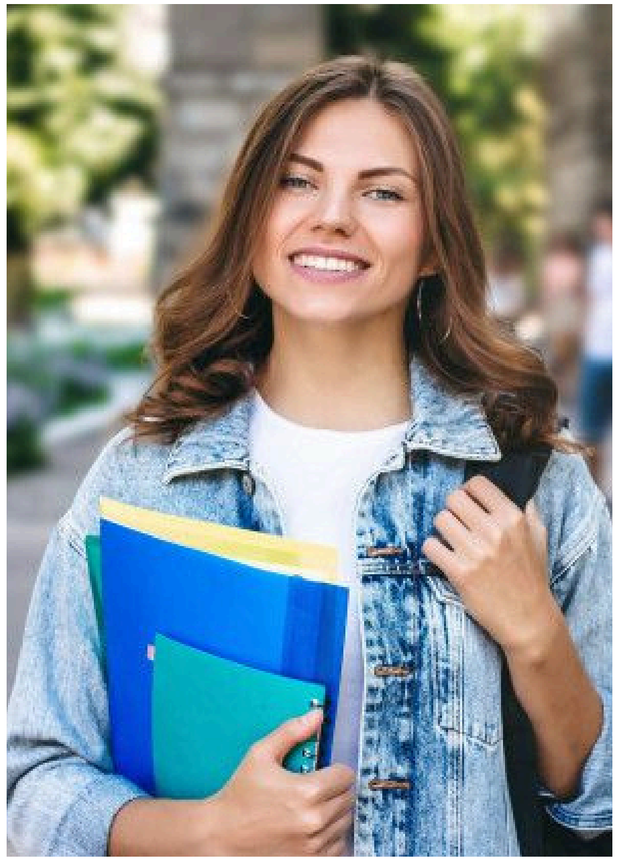
- Uniqlo
- Lululemon
- Samsung

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

"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

Persona 4

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

FRUSTRATIONS

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

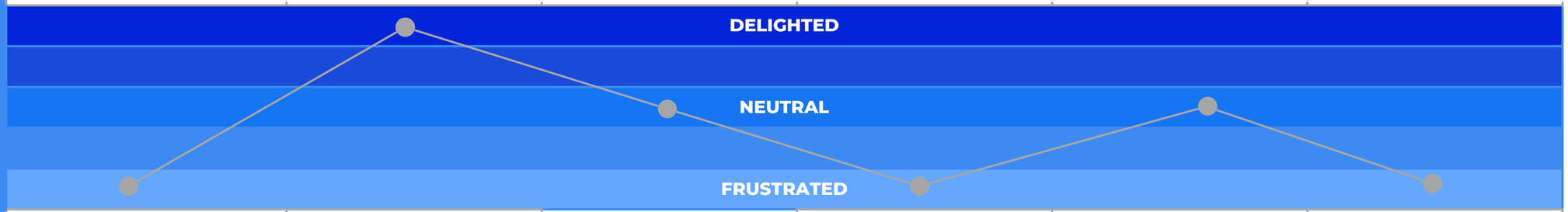
BRANDS

- Apple
- Chanel
- Tesla

"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."

Customer journey map
(tenant)

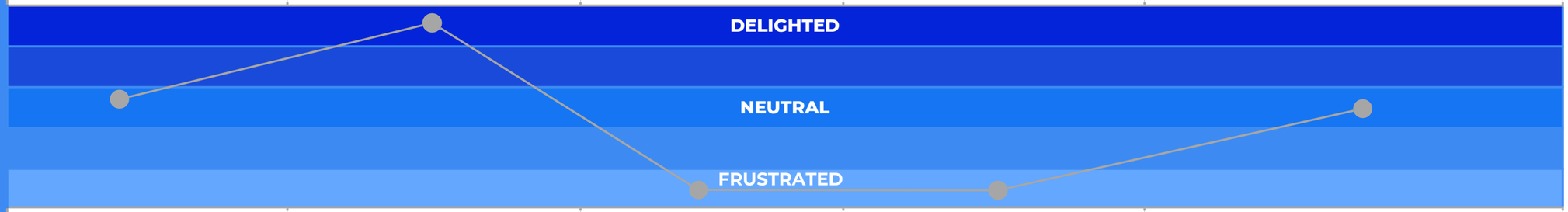
Selma

	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						
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

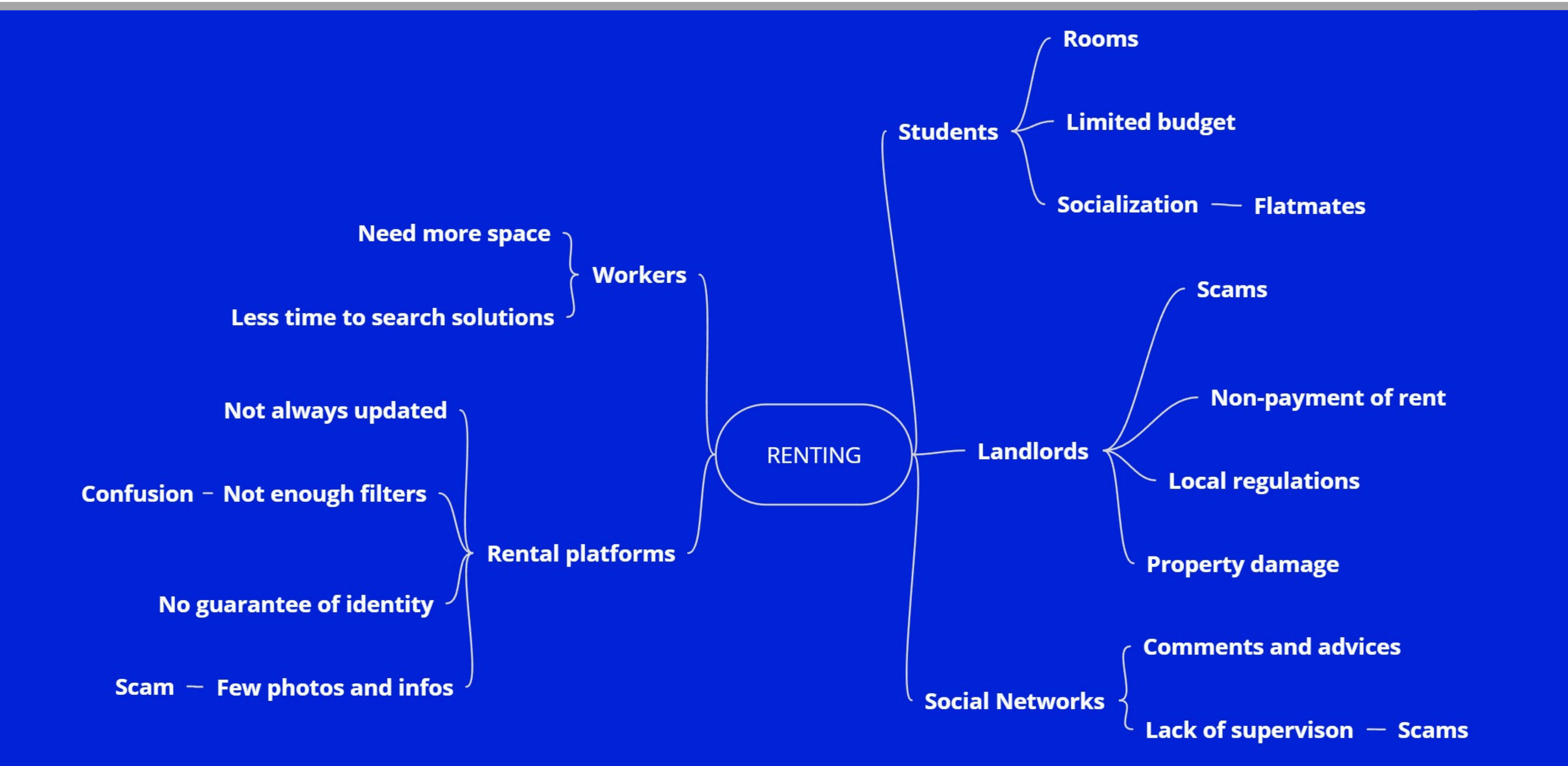
Customer journey map
(landlord)

Daniela

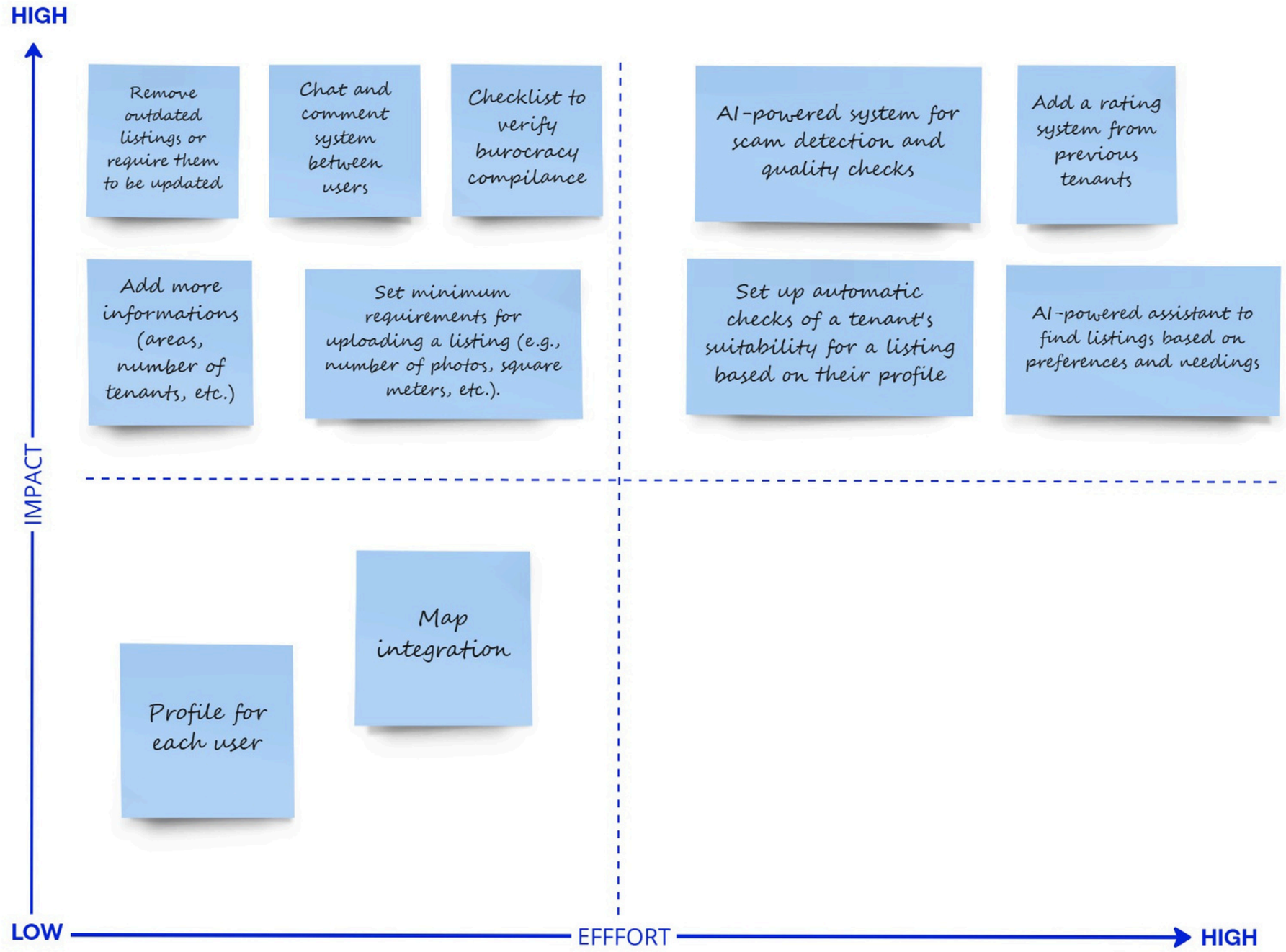
	CONTACT	INTERACTION WITH POTENTIAL TENANT			REPEAT
USER GOALS	Working	Rent property	Answering the questions while continuing to do her job	Stop dealing with the impatient user and focus on work	Renting out the property without all those efforts
TOUCHPOINTS*					
CHANNELS	Website, email	Email	Email	Email	Websites, apps, emails
EMOTIONS					
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


RENTING
Students
Rooms
Limited budget
Socialization
Flatmates
Landlords
Scams
Non-payment of rent
Local regulations
Property damage
Social Networks
Comments and advices
Lack of supervison
Scams
Workers
Need more space
Less time to search solutions
Rental platforms
Not always updated
Confusion
Not enough filters
No guarantee of identity
Scam
Few photos and infos

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)

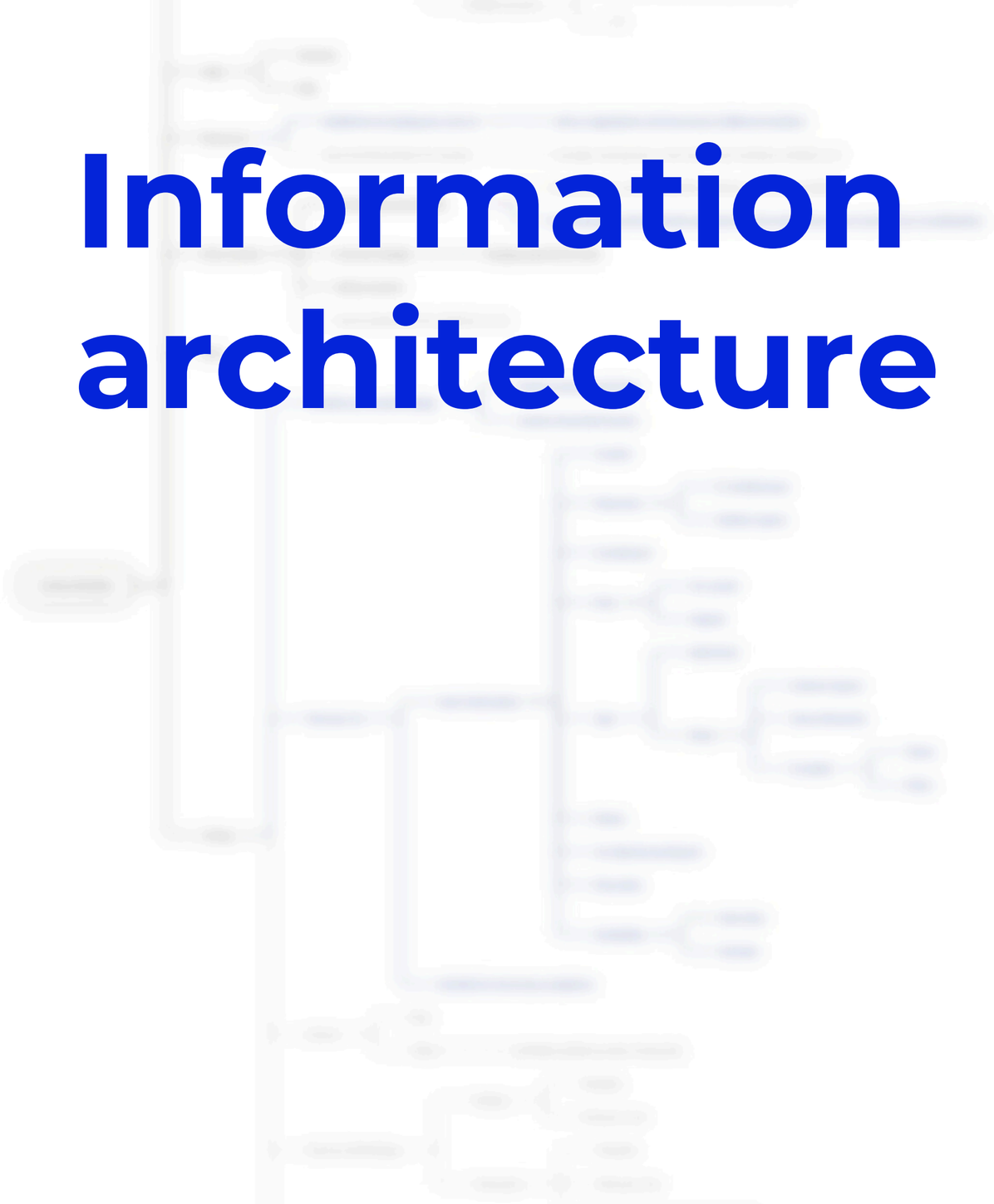
User **profiles**

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.