**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID53011 |
| Project Name | **HouseHunt: Finding Your Perfect Rental Home** |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

**🧩 Customer Problem Statement – HouseHunt**

**Template Purpose:**  
This template helps define the rental challenges from the **customer’s perspective**—whether they are **renters** searching for a home or **property owners** listing their property. A well-crafted problem statement enables the team to **focus on real needs**, build empathy, and design meaningful solutions.

**Customer Problem Statement (for Renters):**

*"As a renter, I struggle to find reliable and verified rental properties in my preferred location. Existing platforms either lack local listings, do not allow detailed filtering by budget or amenities, or feel overwhelming and difficult to use. I need a simple, trustworthy, and mobile-friendly way to discover, compare, and book my ideal home—without having to depend on agents or scattered sources."*

**Customer Problem Statement (for Property Owners):**

*"As a property owner, I find it difficult to showcase my rental listings to the right audience. I need a centralized platform where I can easily manage property details, track inquiries, and communicate with potential tenants, all while ensuring my listings are visible and trusted by genuine users."*

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | |  | | --- | |  |  |  | | --- | | A college student relocating to a new city | | Find a budget-friendly rental home near my college | Most listings are outdated or scattered across multiple websites | There is no centralized, trustworthy platform with verified listings | Frustrated, confused, and anxious about housing |
| PS-2 | |  | | --- | |  |  |  | | --- | | A property owner with multiple rental units | | List and manage my properties easily online | I don’t have a dedicated platform to track inquiries or update availability | Most sites are not owner-friendly or lack dashboard support | Disconnected and unsure if my listings are reaching the right people |