SmartHome: Market Research Questionnaire (Tenant/Buyer)

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Purpose:

To gather insights from tenants, landlords, and property developers on challenges they face in the real estate market and evaluate the potential adoption of a digital platform for verified property listings and services.

Your Name

11 responses

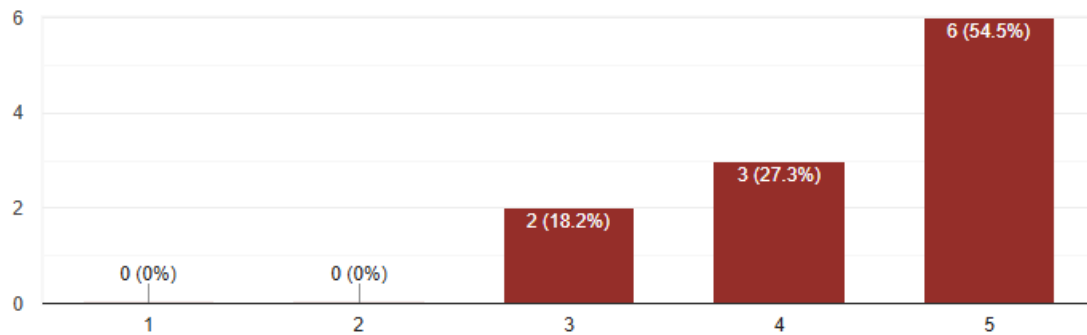| |
|---|
| Sean Rambo |
| Lucy Kimani |
| Silas |
| Caroline Muthoki |
| Naomi Muraya |
| Erica Grace |
| Hildah |
| Hermes Chipondeni |
| Chege John |

1. **Interest in Using a Digital Property Search Platform**

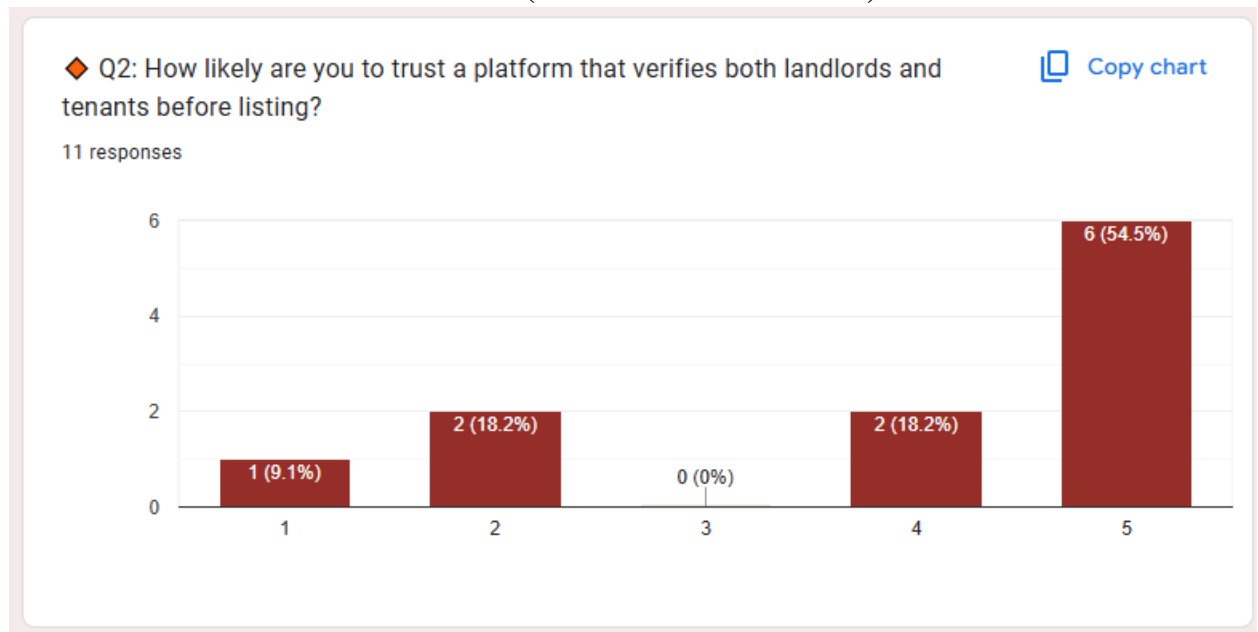◆ Q1: How likely are you to use a digital platform to search for rental properties or homes to buy?   📋 Copy chart

11 responses

- **Average rating:** 4.36 / 5

- **73% rated it 4 or 5**
- **Implication:** Tenants and buyers are generally open to using digital platforms for house hunting. A sleek, mobile-friendly user experience is crucial for mass adoption.

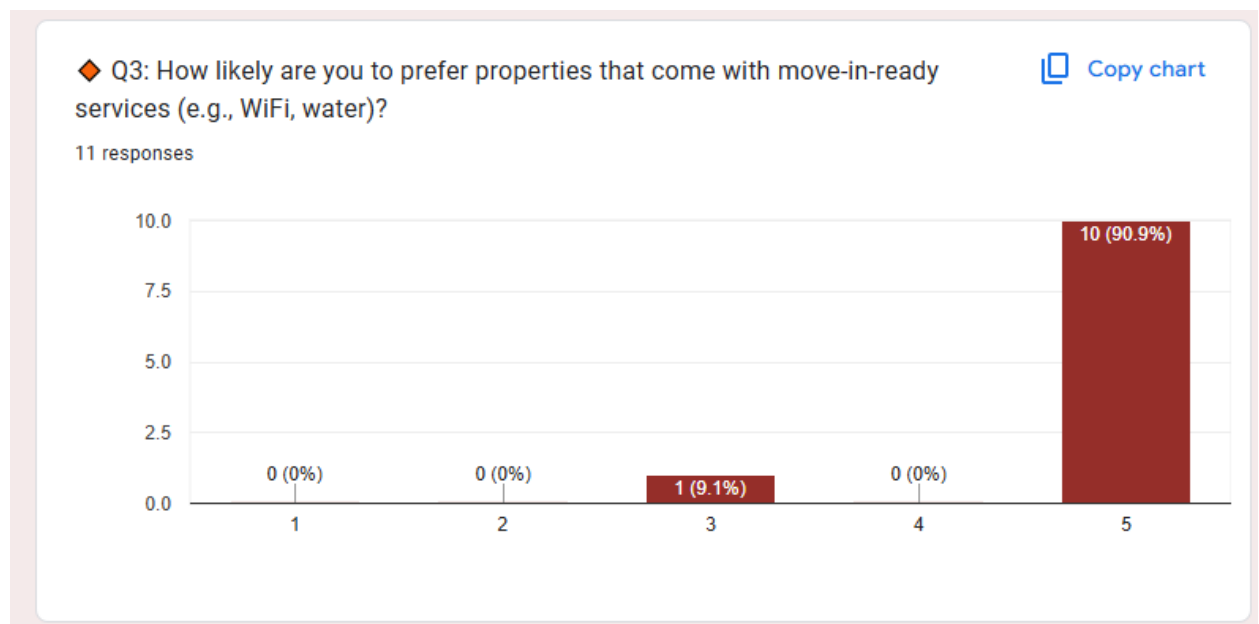## 2. Trust in Platform Verification (Landlords & Tenants)

◆ Q2: How likely are you to trust a platform that verifies both landlords and tenants before listing?   ⧉ Copy chart

11 responses

- 1 (9.1%)
- 2 (18.2%)
- 0 (0%)
- 2 (18.2%)
- 6 (54.5%)

(bar chart with x-axis values 1–5 and y-axis 0–6)

- **Average rating:** 4.27 / 5

- **63% rated it 4 or 5**
Implication: There's clear demand for identity and listing verification. Transparency and verified data (ownership, documents, rental history) will improve user confidence and reduce time wasted.

3. **In-App Communication & Service Coordination**

◆ Q3: How likely are you to prefer properties that come with move-in-ready services (e.g., WiFi, water)?   ⧉ Copy chart

11 responses

- 0 (0%)
- 0 (0%)
- 1 (9.1%)
- 0 (0%)
- 10 (90.9%)

(bar chart with x-axis values 1–5 and y-axis 0.0–10.0)

- **Average rating:** 4.91 / 5

- **91% rated it 5 (Very Likely)**

Implication: Service integration (e.g., WiFi, water) is a high-impact feature. SmartHome should highlight properties bundled with essential amenities to attract serious renters and buyers.
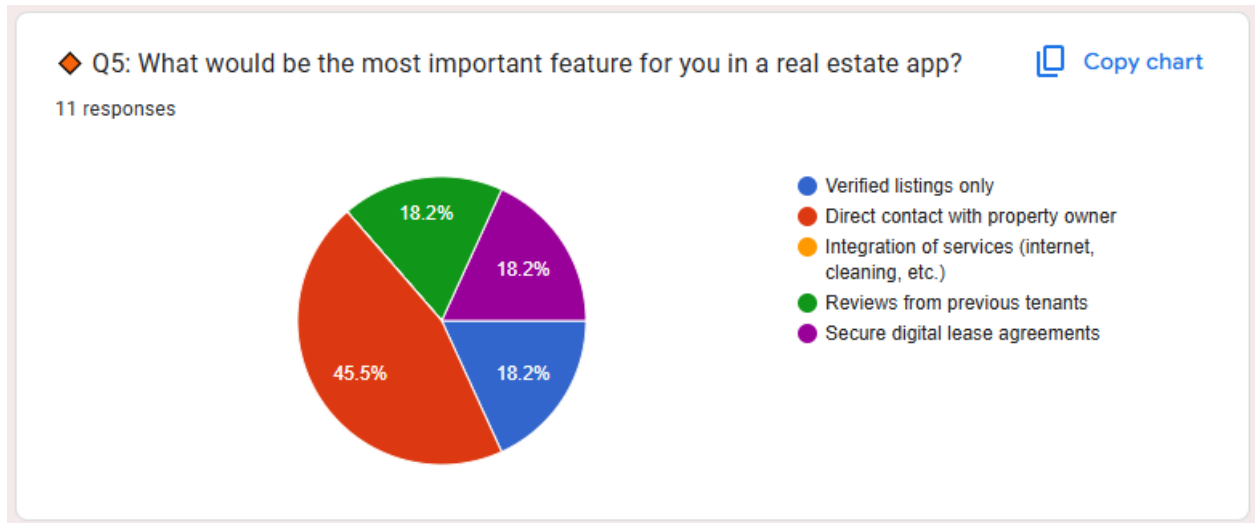
4.Current Property Search Methods

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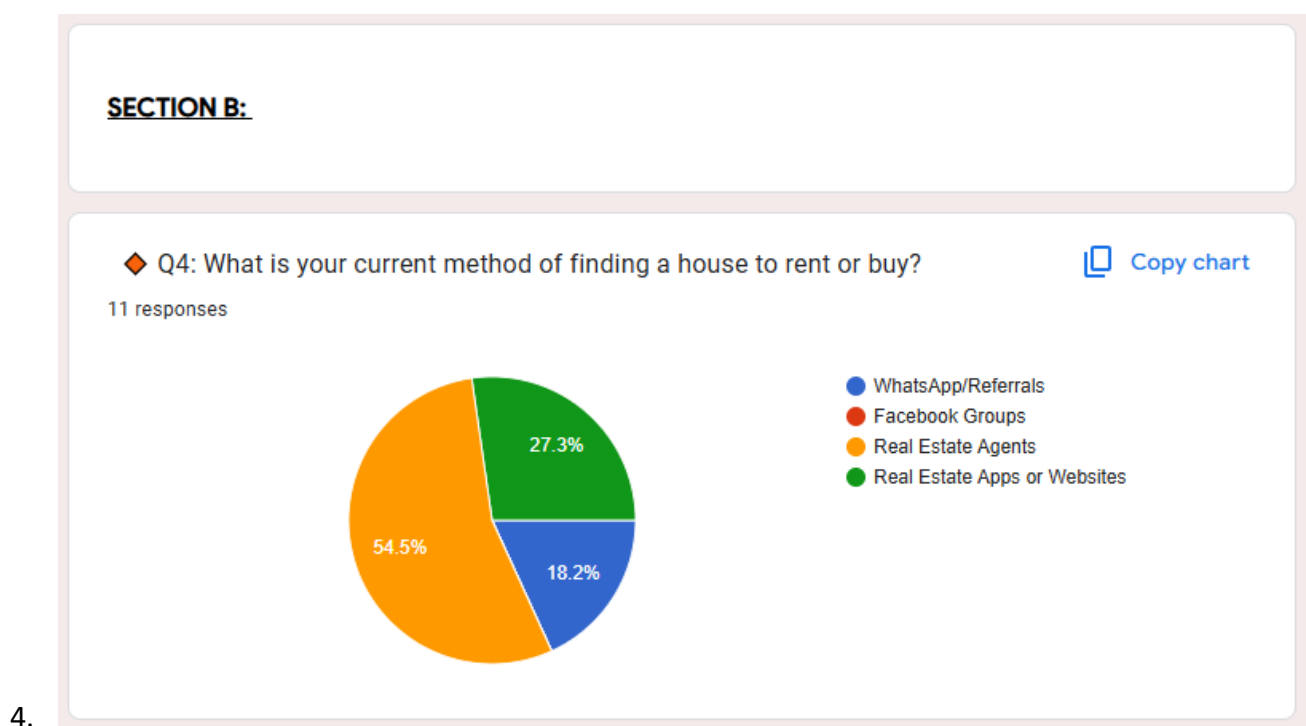
Buyers and tenants primarily use:

- **Real Estate Agents** – 45%
- **Real Estate Apps/Websites** – 27%
- **WhatsApp/Referrals** – 18%
  Implication: No single dominant method. SmartHome has an opportunity to centralize scattered sources and reduce over-reliance on agents or referrals.

5. Most Valued Features in a Property App

Q5: What would be the most important feature for you in a real estate app?   Copy chart

11 responses

- 18.2% — Reviews from previous tenants (green)
- 18.2% — Secure digital lease agreements (purple)
- 45.5% — Direct contact with property owner (red)
- 18.2% — Verified listings only (blue)

Legend:
- ● Verified listings only
- ● Direct contact with property owner
- ● Integration of services (internet, cleaning, etc.)
- ● Reviews from previous tenants
- ● Secure digital lease agreements

Top selections included:

- **Direct contact with property owner** – 45%
- **Verified listings** – 18%
- **Reviews from previous tenants** – 18%
- **Secure digital lease agreements** – 18%
  Implication: Tenants and buyers value autonomy, trust, and transparency. SmartHome should include landlord contact options, previous reviews, and legal document features.
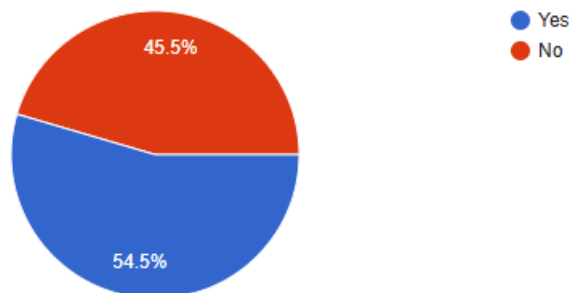
6. Encounters With Fraud or Misrepresentation

Q6: Have you ever encountered or suspected a fraudulent property listing while house hunting?

Copy chart

11 responses

- Yes
- No

45.5%

54.5%

- 55% **reported encountering** fraud, misleading photos, or fake listings
  Implication: Fraud is widespread. Features like property verification badges, photo authenticity checks, and verified owner profiles are critical.

7. Willingness to Provide National ID for Access

Q7: Would you be willing to provide your national ID or other documentation for verification to access trusted listings?

Copy chart

11 responses

- Yes
- No

36.4%

63.6%
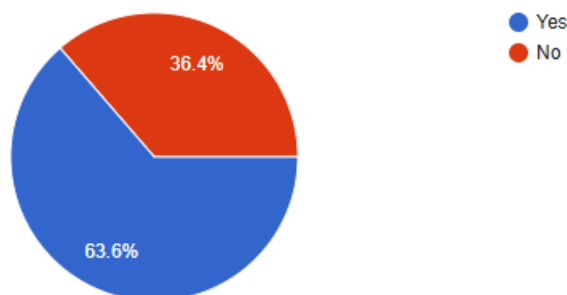
- **64%** are **willing to provide ID or documents** to access verified listings

- **Implication:** There's a reasonable trust threshold. If SmartHome positions ID upload as a gateway to premium, verified listings, users will likely comply for better outcomes.

  8. **Top Frustrations in Property Search**

◆ Q8: What is your biggest frustration when searching for a house to rent or buy?

11 responses

Accessibility and trust

The amount against the size and status of the house

Disappointment

misleading photos that don't match the reality

Pictures from the media do not match

Poorly designed units

Public service like hospitals, school etc.

verbal promises do not match what you find upon visiting. some agents do alot of lip service.example you are told the house has kplc token - when you go to view you find its a shared meter that estimates are given.

Common responses:

- Fake or misleading listings/photos
- Lack of legal documentation
- Poor communication or ghosting
- Overuse of middlemen
  Implication: Pain points revolve around **trust, transparency, and communication**. SmartHome should focus on verified listings, honest media, and streamlined chat or call tools.

9. **Suggestions to Improve the Rental/Sale Experience**

◆ Q9: If you could improve one thing about how property is rented or sold in Kenya, what would it be?

11 responses

Use of multifactor identification of property ownership

Ease of access

Transparency with no hidden charges

More affordable

confirmation of title to show ownership before buying

Reduce the price of the house

Eliminating middle men.

By assuring legit communication to the client

honesty - if the property land history can be eaily made available attaching any caveats that may have come up and any changes on that land will be come in handy

Respondents want:

- Legal and contractual clarity
- Ownership/title verification
- Honest marketing
- Elimination of unnecessary brokers
  Implication: There's a strong desire for **ownership verification**, **clear terms**, and a **reduction in brokerage layers**. SmartHome can lead the market in ethical real estate tech.

10. **Tool & Feature Wishlist**

◆ Q10: What features or services would make a real estate app truly helpful for you?
11 responses

Verifying of property and owner

Verified information and legal processing involved.

No idea

Ratings and replies

Should be SMART

All inclusive

real photos and direct communication with landlords without brokers

Contacts (phone number)

Verified listing with contact of the real owner.

Requested features include:

- Verified listings
- Real photos
- Legal document generation
- Previous tenant reviews
- Smart filters and neighborhood insights
- Secure, direct landlord messaging
  Implication: Tenants want a **complete decision-making toolkit**: legitimacy, clarity, and convenience all-in-one. SmartHome can differentiate itself by offering full-stack digital services.