Requirement Analysis

Customer Journey Map

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Team ID	SWTID1743953304
Project Name	House- Hunt: Finding Your Perfect Rental Home

Stage	Awareness	Research	Evaluation	Booking	Move-In	Post Move-In
Customer Goal	Realize the need for new accommodation	Explore possible rental options, neighborhoods, and pricing	Narrow down the best listings and confirm details (safety, amenities, discounts, etc.)	Reserve a property, finalize the agreement, and plan the move	Realize the need for new accommodation	Narrow down the best listings and confirm details (safety, amenities, discounts, etc.)
Key Activities	- Notice upcoming relocation needs - Hear about platform via ads, friends, social media	- Browse the website/app for listings and features - Check location, budget, and property type filters	- Compare shortlisted properties in detail - Contact property owners/agents via integrated messaging	- Sign up/log in securely (e.g., JWT authorization) - Complete the booking form & verify details (e.g., through QR-based phone login)	- Coordinate with the landlord/owner for key collection - Inspect the space on arrival	- Report maintenance issues through the platform - Use additional services or promotions (e.g., discount on first month's rent)
Touchpoints	- Social media ads - Word of mouth - Landing pages	- Website search page - Advanced filters - Property detail pages	- Comparison tool - Chat/Contact features - "Discount & Deals" section	- Booking & payment gateway - Onboarding emails, phone calls, or SMS confirmations	- Notifications & reminders (move-in tips, utility setup)	- Customer support channel (chat, email, phone) - Review & rating system

Emotions	- **Curious** about better living options - **Hopeful** to find something fitting	- **Excited** but can feel **overwhelmed** by too many choices - **Skeptical** about hidden costs	- **Cautiously optimistic** and **evaluating trust** - **Concerned** about authenticity and hidden info	- **Relieved** to secure a place but **nervous** about finalizing - **Eager** to get a good deal and avoid surprises	- **Relieved** or **anxious** depending on property condition - **Hopeful** that everything will go smoothly	- **Satisfied** if the property meets expectations or **frustrated** if issues arise - **Open** to exploring upgrades or renewals
Pain Points	- Unsure which website or service to trust - Unclear about how the platform works	- Too much information can be **confusing** without clear filters - Worried about **scams** or fake listings	- Struggle to **verify** property details - Hard to gauge **hidden fees** or **authenticity** of listings	- Potential **technical glitches** or **complex** booking flows - Anxiety about **payment security**	- **Last-minute surprises** (maintenance, cleanliness) - Difficulty contacting owners or scheduling move-in	- Issues with **maintenance** or resolving disputes - **Lack of support** post-move-in
Opportunities	- Provide **educational content** or ads that clearly detail benefits of the platform	- Offer **user-friendly filters** and **neighborhood guides** - Provide **verified** and **discount-tagged** listings for clarity	- Include **verified property** badges, user **reviews/ratings**, and **discount** features to instill trust	- Implement **transparent** and **secure** payment solutions - Enable phone-based **QR** login for quick finalization	- Provide a **step-by-step** move-in checklist - Offer **in-app chat** with owners for real-time updates	- Follow up with **support** and **maintenance** services - Encourage **property reviews** and user feedback for continuous improvement