IDEATION PHASE

Brainstorm & Idea Prioritization Template

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| Date |  |
| Team ID | LTVIP2025MID42361 |
| Project Name | Househunt:Finding Your Perfect Rental  Home |
| Maximum Marks |  |

**Brainstorm & Idea Prioritization Template:**

The House Hunt project, built using the MERN stack, begins with a clear vision to connect renters and property owners on a single, streamlined platform. In the initial brainstorming phase, the focus revolves around understanding the core needs of three main user types: renters, owners, and administrators. Renters seek a simple and efficient way to browse available rental homes, filter properties by their preferences, view detailed information with images, and complete bookings seamlessly. Owners, on the other hand, need a user-friendly dashboard where they can list, update, and manage their properties, along with access to bookings and inquiries. Administrators play a crucial role in overseeing platform activity, verifying listings, managing users, and maintaining data integrity. The core idea is to allow renters to search and book rental homes easily, while owners can list and manage their properties. Admins oversee users and property listings.

Initial priorities include user authentication, property listing, booking, and role-based dashboards. Once the basics are complete, features like search filters, image galleries, and responsive design follow. Advanced options like chat, reviews, maps, and payment integration are considered for future updates. This approach ensures a smooth, scalable development process.

Reference:<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Problem statement:

The problem addressed by the **House Hunt** project is the lack of a unified, user-friendly digital platform that efficiently connects property owners and renters. Currently, individuals seeking rental homes often face challenges such as scattered listings, limited information, lack of verified properties, and inefficient communication with property owners. Similarly, property owners struggle to reach the right audience and manage their listings effectively. There is also a need for administrative control to ensure the authenticity of users and listings. This project aims to solve these issues by providing a centralized, secure, and interactive platform that streamlines the rental process for all parties involved.

**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

**👥 Team Gathering, Setting Goals & Using Facilitation Tools**

**✅ Team Gathering** :

The first step involves gathering a team, fostering collaboration, and selecting a relevant and impactful problem statement. The team works together to identify real-world rental challenges and agrees to build a digital platform that simplifies the process of finding and managing rental homes for renters, owners, and admins.

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| **Role** | **Responsibilities** |
| **Project Manager** | Oversees progress, assigns tasks, ensures timely delivery |
| **Frontend Developer** | Builds UI using React, ensures responsiveness and user experience |
| **Backend Developer** | Develops APIs, handles database, authentication, and logic |
| **UI/UX Designer** | Designs user-friendly interfaces and user journeys |
| **Tester/QA** | Tests features, reports bugs, ensures app stability |
| **Documentation Lead** | Prepares project reports, user guides, and documentation |

Each team member participated in the initial kickoff meeting to understand the problem, user needs, and the direction of the project.

Shape **🎯 Setting Goals**

The team collaboratively defined both **short-term goals** (MVP) and **long-term visions** for the Househunt platform.

### **Short-Term Goals**

* Set up project structure (frontend & backend)
* Implement user authentication (renter, owner, admin)
* Enable property listing and booking features
* Develop role-based dashboards
* Create basic UI with responsive design

### **Long-Term Goals**

* Add profile management for renters and owners
* Enable image upload and gallery for property listings
* Integrate email notifications for bookings and approvals
* Build analytics dashboard for admin (user stats, property stats)
* Add multi-language support for wider accessibility
* Convert app into Progressive Web App (PWA) for better mobile experience
* Plan and execute marketing features like referral system and featured listings

**Facilitation Tools Used** :

common **facilitation tools** used during the development of the *House Hunt* project:

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| **Tool** | **Purpose** |
| **Git & GitHub** | Version control and team collaboration on code |
| **Trello / Jira** | Task management and sprint planning |
| **Figma / Adobe XD** | UI/UX design and wireframing |
| **Slack / Discord** | Team communication and real-time discussions |
| **Google Meet / Zoom** | Virtual meetings and presentations |
| **Notion / Google Docs** | Documentation and shared notes |
| **Postman** | API testing and validation |
| **VS Code** | Code development with extensions and live previews |

**Step-2: Brainstorming, Idea Listing, and Grouping** :

In this phase, the team collaborates to generate ideas related to the chosen problem statement.

**🧠 Purpose of Step-2:**

* Encourage creative thinking and team collaboration
* Generate a wide range of ideas for features and solutions
* Identify key functionalities needed for the project
* Group similar ideas to form structured feature sets
* Prioritize ideas based on feasibility and impact

### **🧩 Brainstorming Session**

* The team gathered to discuss the rental platform idea in depth
* Everyone shared thoughts on user needs, pain points, and expectations
* Ideas were noted for renters, owners, and admin functionalities
* Concepts were grouped into categories like core features, enhancements, and future add-ons
* Key priorities like login, property listings, search filters, and booking were identified
* Advanced ideas like chat, reviews, payments, and map integration were also discussed
* A clear list of must-have and optional features was created for development planning

### **💡 Raw Idea Listing**

* User registration and login (renter, owner, admin)
* Property listing with details and images
* Search by location, price, and property type
* Booking system for renters
* Owner dashboard to manage properties
* Admin panel to manage users and listings
* Reviews and rating system for properties
* Wishlist or save property option
* Chat feature between renter and owner
* Google Maps integration for property location
* Email notifications for booking confirmations
* Responsive design for mobile and desktop
* Payment gateway integration
* Analytics dashboard for admin
* Property verification by admin before publishing
* Multi-language support
* Subscription plans for premium listings
* Push notifications for updates and reminders

📂 **Idea Grouping (Feature Categories):**

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| Category | Ideas |
| User Management | Login, registration, profile management |
| Property Management | Add, edit, delete, and verify listings |
| Search & Filters | Filter by location, price, type, with map integration |
| Booking System | Book properties, view history, receive email notifications |
| Communication | Chat between renter and owner, reviews, wishlist |
| Payments | Payment gateway integration, subscription plans |
| Admin Tools | Manage users, listings, view analytics |
| UI/UX | Responsive design, multi-language support |

### **🔍 Insights from Grouping (Few Key Points)**

* Grouping helped identify core modules like user management, property handling, and booking as immediate priorities.
* It clarified which features are essential for MVP (e.g., login, property listing) versus advanced (e.g., chat, payments).
* Overlapping ideas (like reviews and wishlist) were merged under user engagement, simplifying planning.

Step-3: Idea Prioritization

After organizing and grouping the raw ideas, the team moved to prioritize them based on importance, feasibility, and project goals. The main focus was on identifying which features are essential for the initial launch and which can be added in later stages. High-priority features included user authentication, property listing, booking functionality, and dashboards for renters, owners, and admins, as these form the core of the rental platform.

Next, features that enhance user experience—like search filters, responsive design, and image galleries—were marked as important but scheduled for the next phase after the core system is in place. Finally, advanced features such as chat, reviews, payment integration, and admin analytics were identified as long-term goals. This prioritization allowed the team to define a clear development path, ensuring that critical functionalities are built first while keeping room for scalability and enhancement in future updates.