

STUDY GROUP J PRESENTS:

HOMEQUEST

A thousand homes for rent at your fingertips.



PROJECT OUTLINE

- NICHE SELECTION AND PROBLEM STATEMENT
- MARKET RESEARCH
- IDEATION (DIVERGENT AND CONVERGENT IDEAS)
- IDEA VALIDATION
- VISION STATEMENT
- PRODUCT STRATEGY



PROBLEM STATEMENT/ NICHE SELECTION

[Link to our selection process](#)

In Nigeria, the journey of finding a house within one's location or during relocation can be stressful and frustrating. Problems ranging from fee irregularities, agent problems, lack of information on housing options, etc are enough to disorganize any individual.

We chose the housing/ properties technology niche to address the challenges of streamlining the house-hunting process, offering a centralized platform where users can effortlessly explore available properties based on their preferences.



RESEARCH PROCESSES

Hypothetical statement

1. I believe Joy experiences frustration when trying to get an apartment.
2. I believe Tayo finds it difficult to get a credible platform where he can showcase his property
3. I believe Shola is frustrated because she cant find a house without having to pay exorbitant fees.
4. I believe Sade cannot take up the new job offer because she cant find a credible website that showcases apartment

Link to our interview questions

WHAT WE KNOW ABOUT OUR CUSTOMER

GOALS

New opportunities and proximity to public facilities

Efficient agents with transparent prices and videos of available houses

Adequate and reliable information about the new area

Availability of basic amenities

security and well maintained buildings

Exorbitant charges from agents due to irregular pricing

Getting choice apartment in a desired location based on preferences and budget

PAINS

Lack of regulation in agent fees

Unreliable information and delayed responses by house agents

Lack of ads of available houses leading to a relative monopoly by house agents



IDEATION

DIVERGENT IDEAS

A platform with categories of houses, security ratings, business strengths,budget

A platform with personalised recommendations

A community feature on the platform that help house hunters communicate with other people in the same location.

A platform that partner with verified agents and landlord

Post review on available houses

A responsive platform with good customer service.

A map feature to the location of the house, direction and surrounding areas.

A filter feature that can make one search for houses by location, house type, no of bedroom, budget range etc

Contact of agents and landlords should be clearly stated.

A virtual tour of available houses for an affordable fee which can replace physical inspection.

Showing the network preference of a location under other description of the house.

Clear description of the house including (house address, annual rent, house type, number of bedrooms, no of bathroom/toilet, pre-recorded video of houses) with updated house status if its still available or not.

CONVERGENT IDEAS

To create a platform that can enable one filter house preferences based on: state, city, budget, number of bedrooms, number kitchen, number of bathroom/toilet, etc.

The platform will partner with verified agents, landlords and freelance agents(employed by platform) which will source for houses and add them to the platform.

The platform will provide detailed description of houses including pictures,videos,contact of agent/landlord, house availability, amenities,review of the house etc

The platform will have virtual tours to replace traditional house inspection with standard fees.

A map feature to the location of the house, direction and surrounding areas.

The platform will integrate Google map to get exact location of house and its surroundings to give house hunters a good idea about the location.

IDEA VALIDATION

IDEA VALIDATION

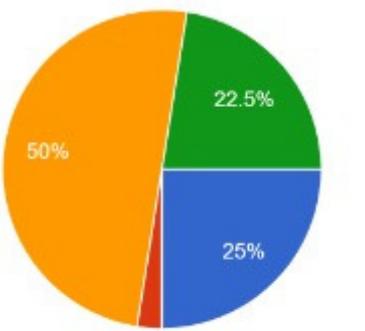
We conducted primary research using surveys to validate our ideas.

Click below to view our survey questions

[Link to survey form](#)

Work status

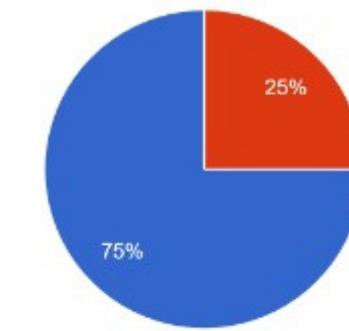
40 responses



- Student
- Corp member
- Employed
- Self employed
- Retired

What is your most preferred location for a new home?

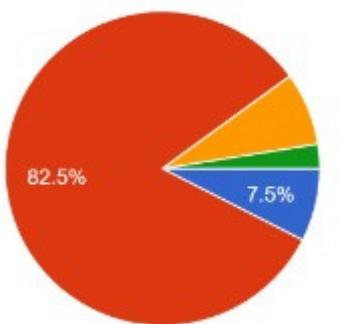
40 responses



- Urban
- Sub-urban
- Rural
- No preference

Housing Status

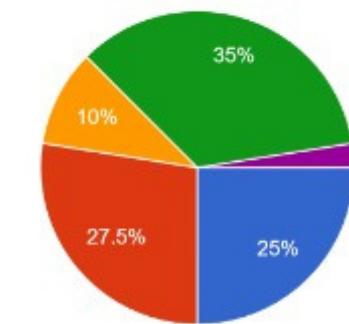
40 responses



- Own
- Rent
- Squatting
- I rather not say

What factors are most important to you when choosing a house?

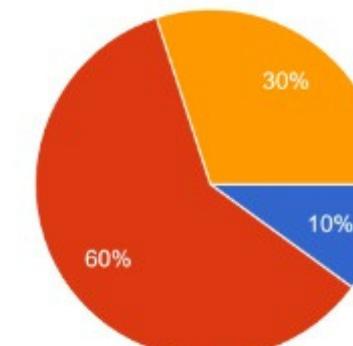
40 responses



- Price
- Location
- Size
- Amenities
- Location, price, amenities

How do you typically search for house?

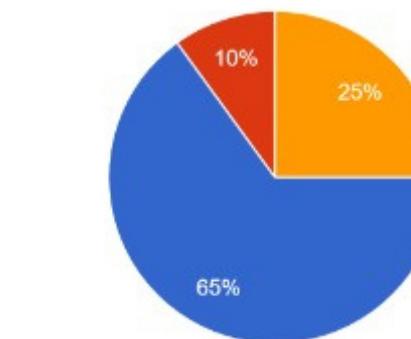
40 responses



- Online listings
- Real estate agents
- Word of mouth

Are you interested in virtual tours of properties?

40 responses



- Yes
- No
- Maybe

VISION STATEMENT

PRODUCT VISION

WHO (Target audience)

- House hunters
- House agents
- Relocators
- Landlords

WHY(Need of desire)

- Navigate house search seamlessly.
- Connect agents and landlords to house seekers.

WHAT (Solution)

- Personalized housing recommendations according to preferences.
- Contacts of verified landlords and agents.
- Images and videos of houses.
- Map feature.

HOW(Differentiator)

- Find ideal houses within your budget.
- A stress free house search making relocation easy.
- Virtual tours of houses and environment.

VISION STATEMENT

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An intuitive mobile app that provides seamless access to a diverse selection of homes, revolutionizing the house search experience with simplicity and accessibility.

PRODUCT STRATEGY

1. Develop a user-friendly interface allowing users to filter house preferences based on state, city, budget, number of bedrooms, kitchens, bathrooms, and more.
2. Provide a seamless experience for users to navigate through the platform and easily find their ideal homes.
3. Collaborate with verified agents, and landlords to ensure a diverse and constantly updated listing of houses.
4. Ensure each house listing includes detailed descriptions, high-quality pictures, videos, contact information of agents/landlords, availability status, and amenities to empower users with all necessary information.
5. Introduce virtual tours as a premium feature, replacing traditional house inspections for a fair and transparent fee structure for virtual tours.
6. Integrate Google Maps to provide users with surrounding view and directions.

RESEARCH PICTURES

*As a product
manager, research
is very vital!!!*

Link to our board



THANKS FOR WATCHING

[Link to our Miro board](#)