

HONEY PICK – A Property Renting App

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1. Idea behind the name of the product

Honey Pick Homes reflects how bees meticulously select each cell of their hive, perfectly structured, purpose-built, and tailored to their colony's needs.

Our platform mirrors that precision, helping renters handpick homes that align with their lifestyle, not just their budget. The honeycomb symbolizes efficiency, personalization, and community core to how our app works. It's not just about finding a house it's about choosing your ideal cell in the hive.

Why "HoneyPick"?

- Handpicked Precision - Like bee's curate their hive, we match you with homes that fit.
- Lifestyle-First - Budget matters, but your way of living matters more.
- Smarter Matches - Our algorithm works like hive-mind intelligence, no wasted searches.

1.1 What are we trying to do ?

- Build **HoneyPick**, a personalized rental platform that helps tenants find homes aligned with their **lifestyle, commute needs, and budget**, not just basic filters.
- Shift the focus from generic property search to **curated, high-fit recommendations** using smart algorithms and user profiling.
- Replace manual comparison of listings with a **dynamic “Fit Score”** that simplifies decision-making by showing how well each property matches user-defined priorities.
- Integrate **commute-aware mapping** and **lifestyle filters** (e.g., pet-friendly, fitness access, nightlife, schools) into the core matching engine.
- Improve trust in rental decisions through **verified listings, community feedback, and real photos or video walkthroughs**.
- Enable faster, smarter, and more confident renting decisions especially for niche segments like students, working professionals, and single women.

1.2 How is it done today?

- **Property Discovery Platforms:** Users rely on platforms like NoBroker, MagicBricks, 99acres, and Housing.com.
- **Search Filters Available:** Location, Budget, Number of rooms (BHK), Furnishing type.
- **Manual Shortlisting:** Users browse dozens of listings, compare photos, and evaluate amenities manually.
- **Commute & Lifestyle Matching:** Rarely integrated; users rely on Google Maps and external research to assess commute and neighbourhood fit.
- **User Profiles:** Limited to basic filters — no personalization based on lifestyle or preferences.
- **Communication:** Often delayed or inconsistent, based on agent/owner responsiveness.

1.2 Limitation of existing Platform

- **Lack of Personalization:** No current platforms use lifestyle preferences like pet-friendliness, fitness needs, or nightlife options for matching.
- **Commute Not Integrated:** Commute time to workplaces or colleges is not considered in the property recommendation algorithm.
- **Manual Research Burden:** Tenants must validate property safety, amenities, and suitability manually across different apps and sources.
- **Fake Listings & Misleading Info:** On platforms like NoBroker, there is no rigorous verification of:
 - Property images
 - Amenities
 - Pricing

Some listings are inaccurate or fake, wasting users' time and lowering trust.

1.2 Limitation of existing Platform

- **Broker Infiltration on “Broker-Free” Platforms:** Even on supposedly “no broker” sites, brokers often list properties, violating user trust and the platform’s promise.
- **Fragmented User Experience:** There's no holistic system that merges budget, lifestyle, and commute into a single user-centric view.
- **High Vacancy Rates:** Because of poor tenant-property fit, landlords struggle to keep properties occupied efficiently

1.3 What is new in our Approach

The Idealized Property Renting Platform

HoneyPick is a smart, personalized rental platform that solves these challenges with modern, user-focused technology:

- **Lifestyle-Based Matching Tenants:** define their lifestyle (e.g., pet-friendly, proximity to gyms, quiet neighbourhoods, nightlife access), and HoneyPick filters accordingly.
- **Commute-Aware Recommendations:** HoneyPick integrates Google Maps API or city transit data to ensure matches are commute-friendly to work, school, or key locations.
- **AI-Powered Personalization:** The app uses machine learning to learn from user preferences and history to refine future recommendations.

1.3 What is new in our Approach

- **Verified Listings Only:** HoneyPick ensures photos, pricing, and amenities are verified by property owners or through in-app video walkthroughs.
- **Community Ratings & Tenant Feedback:** Ratings and reviews from users with similar lifestyles (e.g., working professionals, families, students) add trust and relevance.
- **Dynamic Match Score:** Every listing is scored on a personalized “Fit Score,” helping users quickly identify the most suitable rentals

1.3 Why Honey Pick will Succeed: Key Benefits

- **Reduced Search Time:** Smart filtering and AI matching reduce the need to manually browse endless listings.
- **Lower Vacancy Rates:** Better matching means faster occupancy and longer tenant retention.
- **Data-Driven Optimization:** HoneyPick continuously improves with every user interaction and feedback loop.
- **Commute Optimization:** Highly valuable for metro city dwellers in Mumbai, Bangalore, Delhi, where travel time is a critical factor.
- **High User Stickiness:** A platform that “thinks like the tenant” encourages repeat use and loyalty

1.4 Who cares? If you are successful, what difference will it make?

- **Urban Renters** (students, professionals, families) benefit from a **faster, frustration-free search**—no more endless browsing or poor-fit listings.
- **Single Women & Safety-Conscious Tenants** gain access to **Trust-Stamped listings**, increasing confidence and comfort in their housing choices.
- **Working Professionals** in metro cities like Bengaluru, Mumbai, or Delhi save hours per week with **commute-aware recommendations**.
- **Students & Budget Renters** avoid trade-offs by finding affordable homes that **don't sacrifice must-haves** like Wi-Fi, laundry, or safety.
- ❖ **If successful**, HoneyPick can reshape rental discovery by **putting tenant experience at the center**—like what Spotify did for music or Netflix for entertainment.

1.5 Honey Pick Success Metrics

➤ 3-Tick Match Rate

- What we track: % of renters who get a home hitting their non-negotiable top 3 needs (like "under 5km to work" OR "pet-friendly + gym").
- Why it matters: Shows our algorithm's precision.
- Real proof: "After launch, 82% of nurses found homes within 3km of hospitals – their #1 priority..

➤ Trust Stamp Rentals

- What we track: % of booked listings with our verified badge (background-checked landlords, safety audits).
- Why it matters: Safe homes = happy renters.
- Real proof: "Single women renters chose Trust Stamp homes 4x more often."

1.5 Honey Pick Success Metrics

➤ Lifestyle Filter Power

- What we track: How often filters like "walkable to yoga studios" or "IB schools nearby" get used.
- Why it matters: Proves we're solving niche needs.
- Real proof: "Fitness fans used sport filters 12x more than generic apps."

➤ Budget-Keeper Score

- What we track: % who rent without exceeding budget OR losing must-haves.
- Why it matters: Affordable doesn't have to mean having to compromise on basic needs.
- Real proof: "73% of students got laundry + wifi under budget."

➤ Hive Growth

- What we track: Renters who return or refer friends within 90 days.
- Why it matters: Real people don't hype bad products.
- Real proof: "1 in 3 users refers a friend ,our best growth channel."



2. Selected Technique: Hybrid Prototype Technique

Justification

► Complex, Multi-Dimensional Product

HoneyPick is not just a listing app it's an intelligent, **personalized platform** that merges **lifestyle preferences**, **commute optimization**, **verified listings**, and **AI-driven recommendations**. This multifaceted vision cannot be adequately captured using a single prototyping technique.

- **Feasibility prototyping** may help test AI logic or map integration.
- **User prototyping** captures the front-end experience.
- **Live-data prototyping** tests real-time recommendations and filters.

But no single technique covers all essential elements together



2. Selected Technique: Hybrid Prototype Technique

➤ Why Hybrid Works Best

A hybrid approach enables you to:

- **Combine a low-fidelity user interface prototype** to test lifestyle-first navigation, filters, and onboarding (user prototype).
- **Integrate a feasibility prototype** to validate core technical challenges like route-based commute calculation and AI match scoring.
- **Simulate live property data and feedback loops** to mock how the “Fit Score” evolves with preferences (live-data behavior).

➤ Early Learning, Broader Validation

- Using a hybrid prototype allows **early user feedback** on UX/UI, while **technical risks** like integrating Google Maps API or building the personalization engine are explored in parallel.
- You test **qualitative usability** and **quantitative performance risks** without full product development.



2. Selected Technique: Hybrid Prototype Technique

► Examples Specific to HoneyPick

- Show tenants a mock UI with lifestyle filters (User prototype).
- Manually simulate property suggestions with human backend (Wizard of Oz style part of hybrid prototyping).
- Use a stub AI model or static Fit Score to mimic dynamic personalization (Feasibility & Live-data).

3. User Stories

For Renters – Tenants :

1. As a professional, I want to rent a house which is in the proximity of 5kms from my office, so that my daily commute is not stressful

INVEST Check:

- Independent (transport filters can be added separately).
- Valuable (niche but critical for nurses, security staff).

2. As a single lady in a new city, I want to see the listings which are verified, have good reviews, and are safe, so that I feel secure and confident in choosing the place.

INVEST Check:

- Valuable (addresses a critical emotional and practical need for safety and trust, especially relevant for women moving to unfamiliar cities.).
- Testable (track clicks on these filters).

3. User Stories

For Landlords :

3. "As a landlord, I want to highlight my property's unique perks (e.g., smart locks, monthly deep-cleaning) in a 'HoneyPerks' badge, so it stands out to quality tenants."

INVEST Check:

- Negotiable (start with 2-3 perk options, expand later).
 - Estimable (measure rental speed of "HoneyPerks" listings).
4. "As a property owner, I want to schedule virtual tours directly through HoneyPick's app, so I reduce no-shows and save time."

INVEST Check:

- Independent (can integrate basic scheduling post-MVP).
- Valuable (solves a key pain point for landlords).

3. User Stories

For Both Sides:

5. "As a tenant/landlord, I want a transparent 'HoneyScore' (based on verified reviews and lease history), so I can trust the other party quickly."

INVEST Check:

- Testable (A/B test adoption rates).
- Valuable (builds trust ecosystem).

4. Two MVP Feature Selected & Criteria based on User stories

Selected Features:

- 1) Commute-Aware Smart Filters
- 2) HoneyShield Verified Listings

Selection Criteria :

➤ High Impact on Core User Pain Points:

- Commute-Aware: Directly solves the #1 renter priority (proximity to work/schools) from user stories.
- HoneyShield: Addresses safety, a non-negotiable for solo renters/families (e.g., verified locks, female landlord reviews).

➤ Feasibility Within MVP Score

- Commute-Aware: Uses existing maps APIs (Google Maps) + simple radius logic. Low tech risk.
- HoneyShield: Starts with manual landlord uploads (lease docs, photos) + basic badge system. This can be scaled later with landlord face recognition feature

4. Two MVP Feature Selected & Criteria based on User stories

➤ Competitive Differentiation

- Commute-Aware: Rivals like Zillow show distance but don't prioritize it algorithmically.
- HoneyShield: Most apps verify identities, but few curate safety perks (lighting, locks, gender-sensitive reviews).

➤ Data Validation Potential

Both features generate measurable success metrics:

- "85% of renters use commute filters" → Validates demand.
- "Shielded listings rent 2x faster" → Proves trust sells.

5. One use case for your MVP

Actors:

Tenant: Priya (28, relocating for a new job).

Landlord: Mrs. Kapoor (verified HoneyShield landlord).

Steps:

1. Priya logs in, sets filters:
2. Filter 1 : "Max 5km from office" (Commute-Aware).
3. Filter 2 : "HoneyShield: Female landlord + well-lit entrance".
4. App surfaces 3 listings matching both criteria.
5. Priya checks Mrs. Kapoor's Verified police background check badge.
6. Checks all the 4.5+star reviews mentioning "safe neighbourhood".
7. Books a virtual tour via HoneyPick's in-app scheduler.
8. Rents after confirming commute is 12 mins by metro.

Outcome:

- ❖ Priya saves 3 weeks of unsafe/irrelevant viewings.
- ❖ Mrs. Kapoor fills her unit 50% faster with HoneyShield.



Thank You !!!!