

Ideation Phase

Define the Problem Statements

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID56105 |
| Project Name | HouseHunt: Finding Your Perfect Rental Home |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

□ Customer Problem Statement – HouseHunt

Template Purpose:

This template helps define the rental challenges from the **customer's perspective**—whether they are **renters** searching for a home or **property owners** listing their property. A well-crafted problem statement enables the team to **focus on real needs**, build empathy, and design meaningful solutions.

Customer Problem Statement (for Renters):

"As a renter, I struggle to find reliable and verified rental properties in my preferred location. Existing platforms either lack local listings, do not allow detailed filtering by budget or amenities, or feel overwhelming and difficult to use. I need a simple, trustworthy, and mobile-friendly way to discover, compare, and book my ideal home—without having to depend on agents or scattered sources."

Customer Problem Statement (for Property Owners):

"As a property owner, I find it difficult to showcase my rental listings to the right audience. I need a centralized platform where I can easily manage property details, track inquiries, and communicate with potential tenants, all while ensuring my listings are visible and trusted by genuine users."

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|----------------------------|---|---|
| I am | Describe customer with 3-4 key characteristics - <i>who are they?</i> | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - <i>what are they trying to achieve?</i> | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - <i>what bothers them most?</i> | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i> | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i> | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|---|--|---|--|--|
| PS-1 | A college student relocating to a new city | Find a budget-friendly rental home near my college | Most listings are outdated or scattered across multiple websites | There is no centralized, trustworthy platform with verified listings | Frustrated, confused, and anxious about housing |
| PS-2 | A property owner with multiple rental units | List and manage my properties easily online | I don't have a dedicated platform to track inquiries or update availability | Most sites are not owner-friendly or lack dashboard support | Disconnected and unsure if my listings are reaching the right people |