

Imagine that you are in 2030 and the world is progressing at a rapid pace.

Identify a potential problem in this world and solve it using an innovative product of the future.

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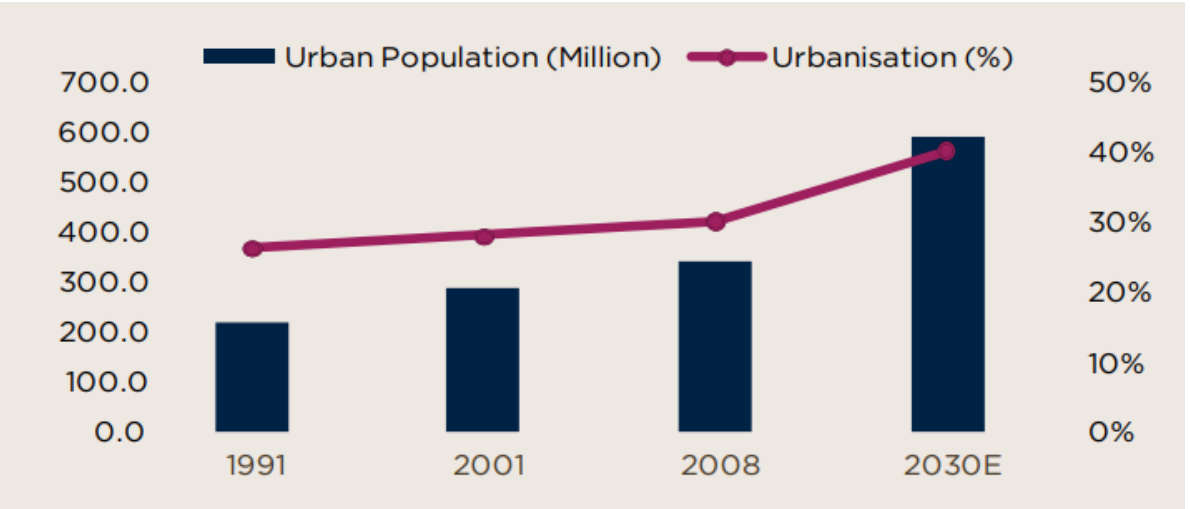
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- What do you think will be a 2030 problem and why do you think so?
- Who will you solve for first and why?
- What part of the problem will you solve for first and how will you solve it using the tech of tomorrow?
- Comment on the feasibility of your solution by 2030.
- How will you measure the success of your product and what are the potential pitfalls in your solution?

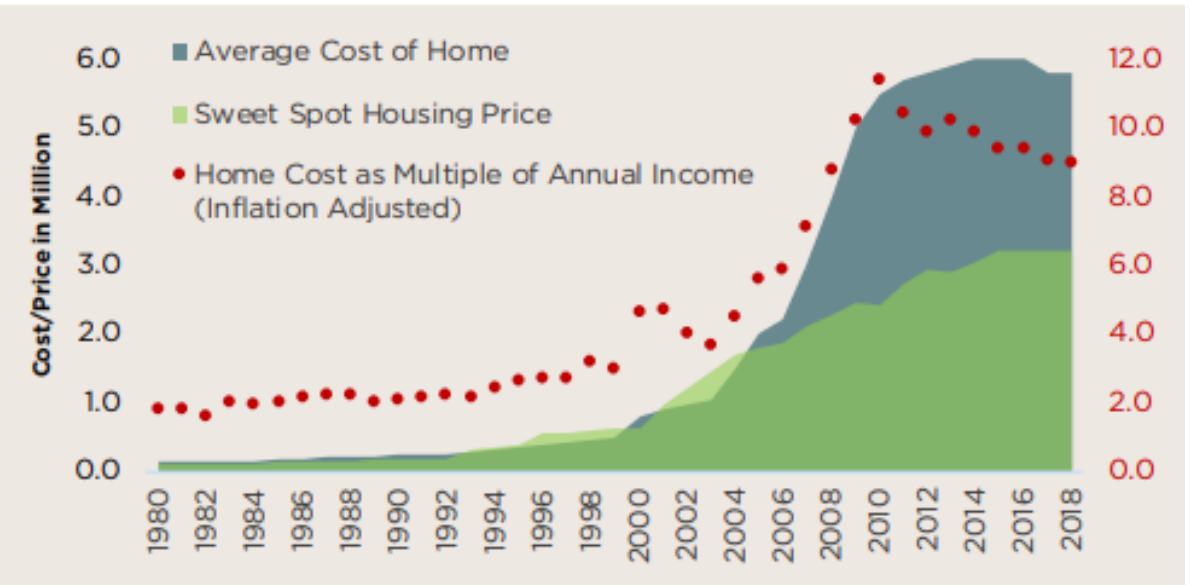
PROBLEM- Unavailability of an AFFORDABLE RENTED APARTMENT and Inhabitable place.

What will be the Problem?

- By 2030, the expectation of **affordable and mid-end housing is expected to blur**, given the affordability of the population. [[source](#)]
- India's residential rental market, estimated by the IMF at over **\$20 B**. However the **unorganized rental sector** hinders the availability of rented houses despite the fact that the top 10 states/UTs with vacant houses hold **78% (8.64 M)** of vacant census houses. [[source](#)]



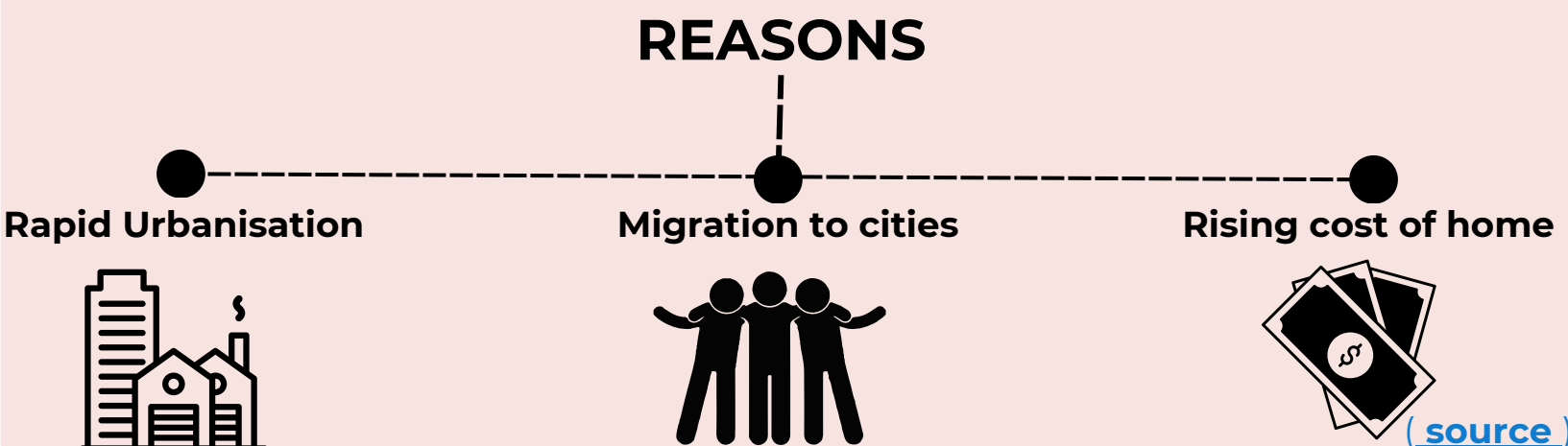
Source Mckinsey, RBI



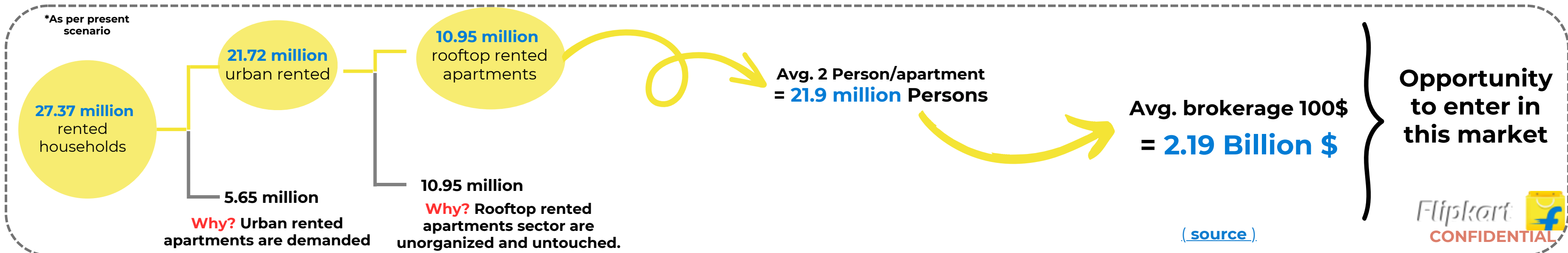
Source Savills Research

Why it need to be solved?

- Nearly **30%** of India's population live in towns and cities. With this current trend of rural to urban inflow, by 2030, this figure is projected to be **50%**. [[source](#)]
- **77%** of India's population will be aged below 50 by 2030. This generation prefers to rent than purchase. [[source](#)]



POTENTIAL IMPACT ON SOLVING THE PROBLEM



User persona, Journey and Pain Points :

User

Rahul | Age- 22 | Occupation- Student



User Story

“I am moving to the new city for my studies and need an affordable apartment near my college.”

Pain Points

- Needs an affordable rooftop apartment close to his college.
- Got confused due to complex feature and variety of app available for the task. **P1**
- Would prefer living with fellow students to create a conducive environment for studying. **P2**

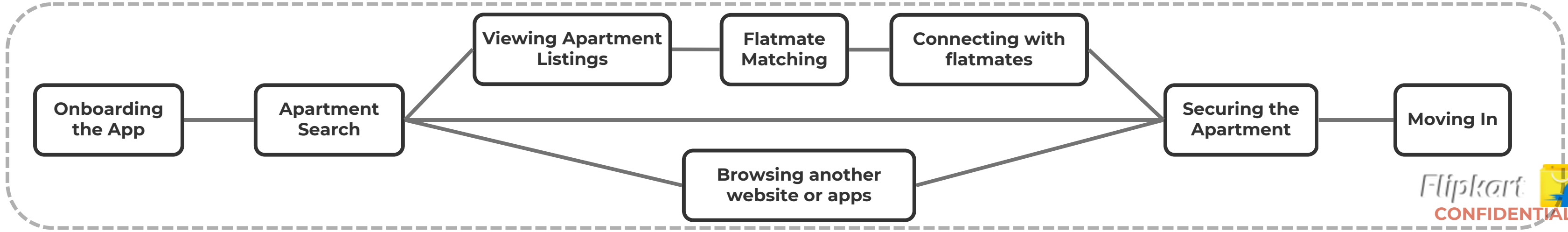
Mr. & Mrs. Sharma | Age- 45-50 | Profile- Business



“We are looking for tenant for our rooftop apartment .”

- Needs a tenant as per their terms and condition.
- They needs a platform that offers flexible options to specify their specification. **P4**
- They values their privacy and security and prefers having chat option in platform itself without sharing their personal information. **P3**

User Journey



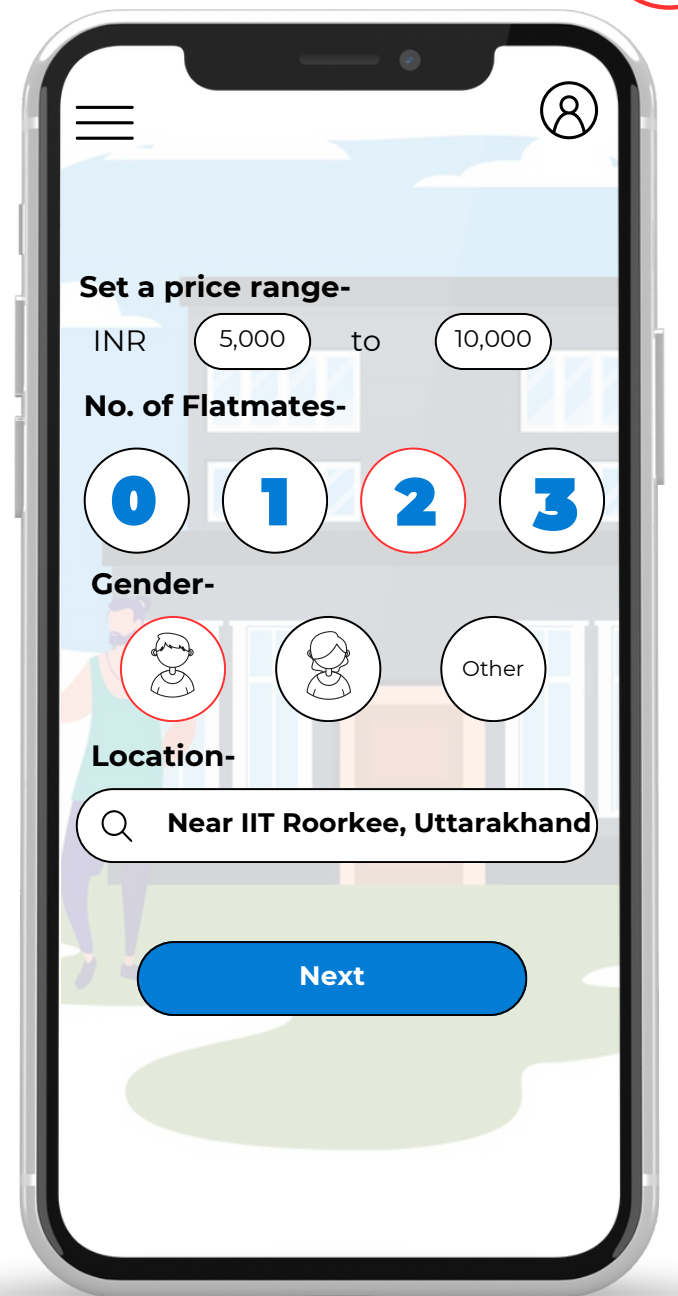
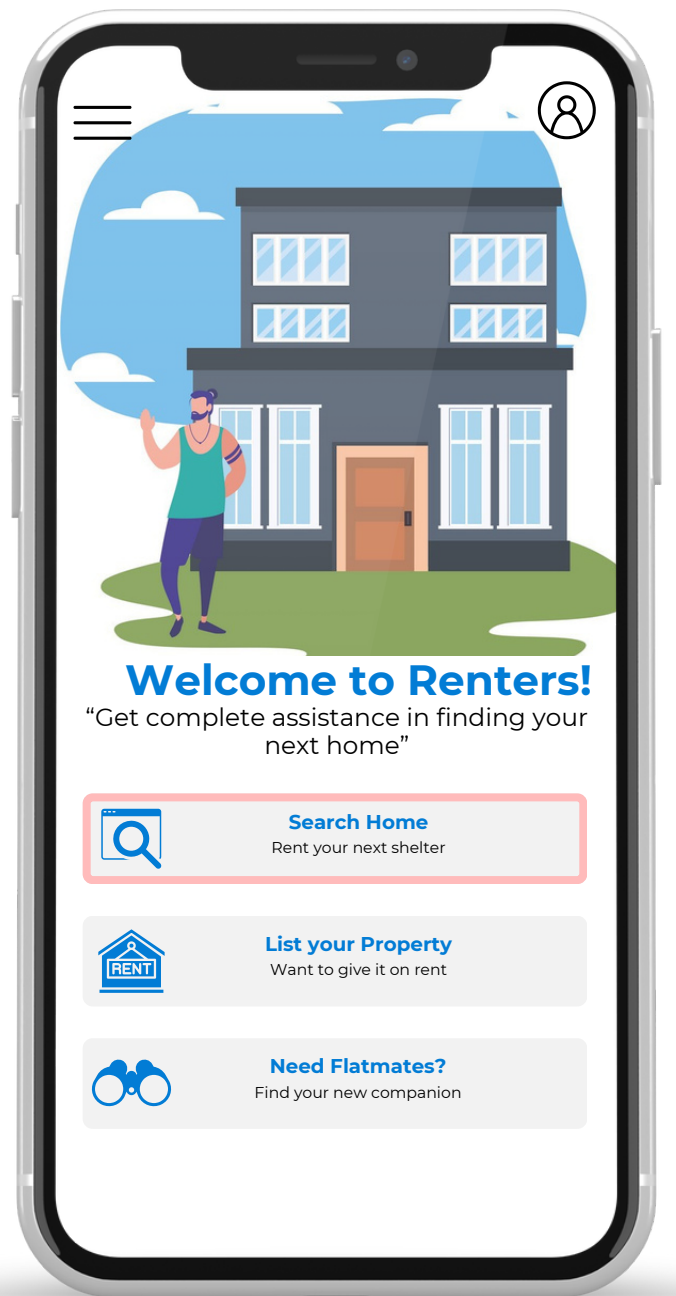
SOLUTION: RENTERS (Home away from Home)

App Landing Page

Simple landing page for listing property , finding rooms and roommates

GOAL : Increasing housing dataset of properties & acquiring users

P1

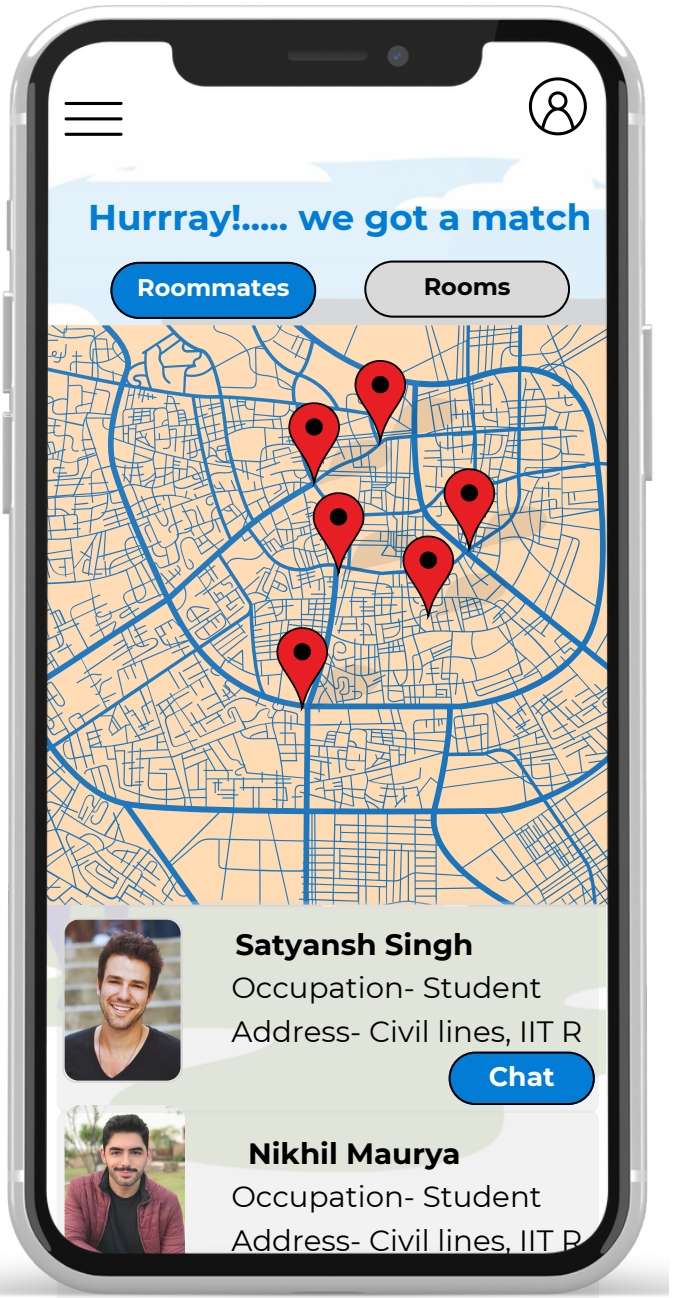
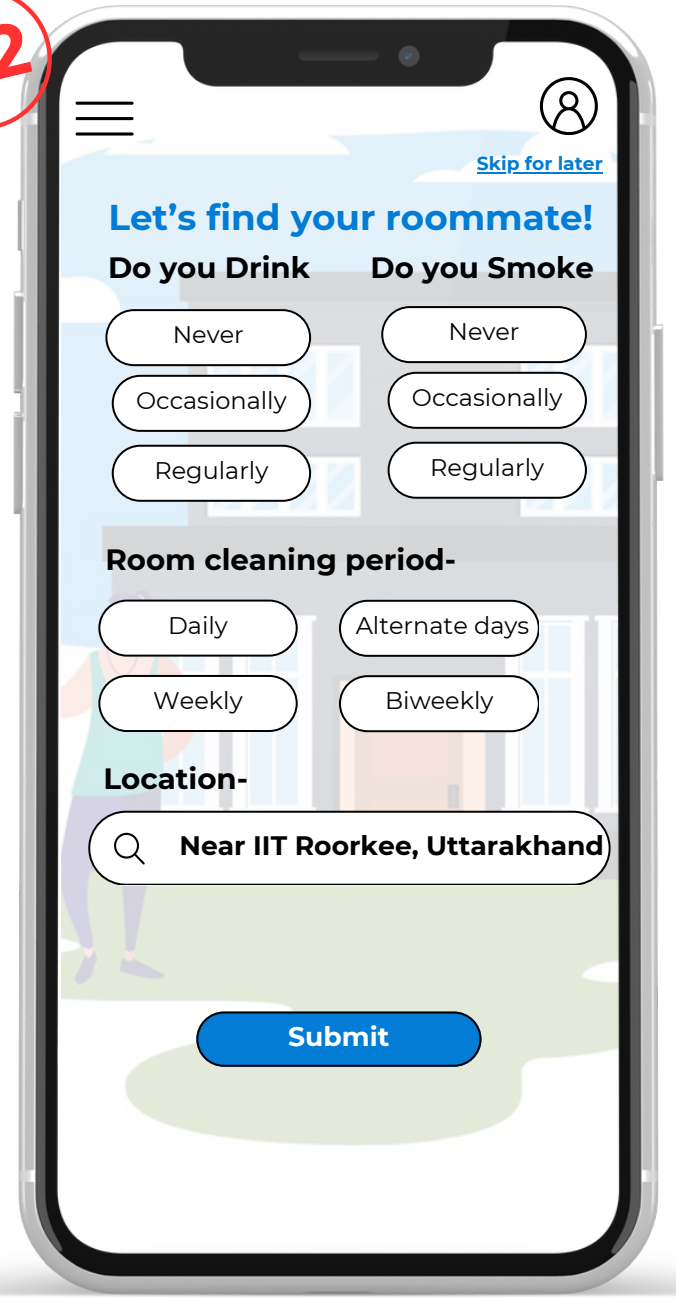


Personalized roommate finder

This will come after home search page and also through need flatmate feature to customize the specification of roommate.

GOAL: Creating investment loops where users invest their time, energy, or effort, leading to increased user retention as they anticipate future returns and benefits.

P2



Tech Required: ML algorithms like the “Stable Roommates Algorithm” for roommate matching and Google map API for geolocation of rooms/roommates can be used.

SOLUTION: RENTERS (Home away from Home)

Listing of Property

Page after clicking on “list your property” option.

GOAL : Make it flexible for the owners to provide their specification while addressing their privacy concerns

Want to list your property!

Price-12,000☐Negotiable

Address-

Bachelors Allowed-

YesNo

Size of Occupancy-0

Gender of roommate-

Other

Occupation-

StudentProfessional

Age-

2530

Id Required-

YesNo

Next

Want to list your property!

Food Choices-

VegEggetarianNon-Veg

Upload Pictures-

Contact-

91xxxxxxx

☒Enable Inchat option without sharing your contact details.

Submit

Tech Required: ML algorithms like “TCC or DA” can be used for tenants to find which best match the owner’s requirements or specification.

Inbuild Chat option

In build chat option to chat with your potential owner/tenants and flatmates without sharing contact details.

GOAL: For rectifying privacy concern of the families owning flat and also to provide a personalize approach.

Ram

Hey!...Can you please tell me when you will be reaching here?

10:22 PM

Your message

Tech Required: A secure data mechanism will be required for safe search end-to-end encryption.

Key Success Metrics

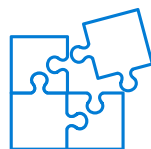
Business Metrics



Customer Acquisition Cost (CAC)



No of listing of properties



Match Success Rate of Apartment/Flatmates

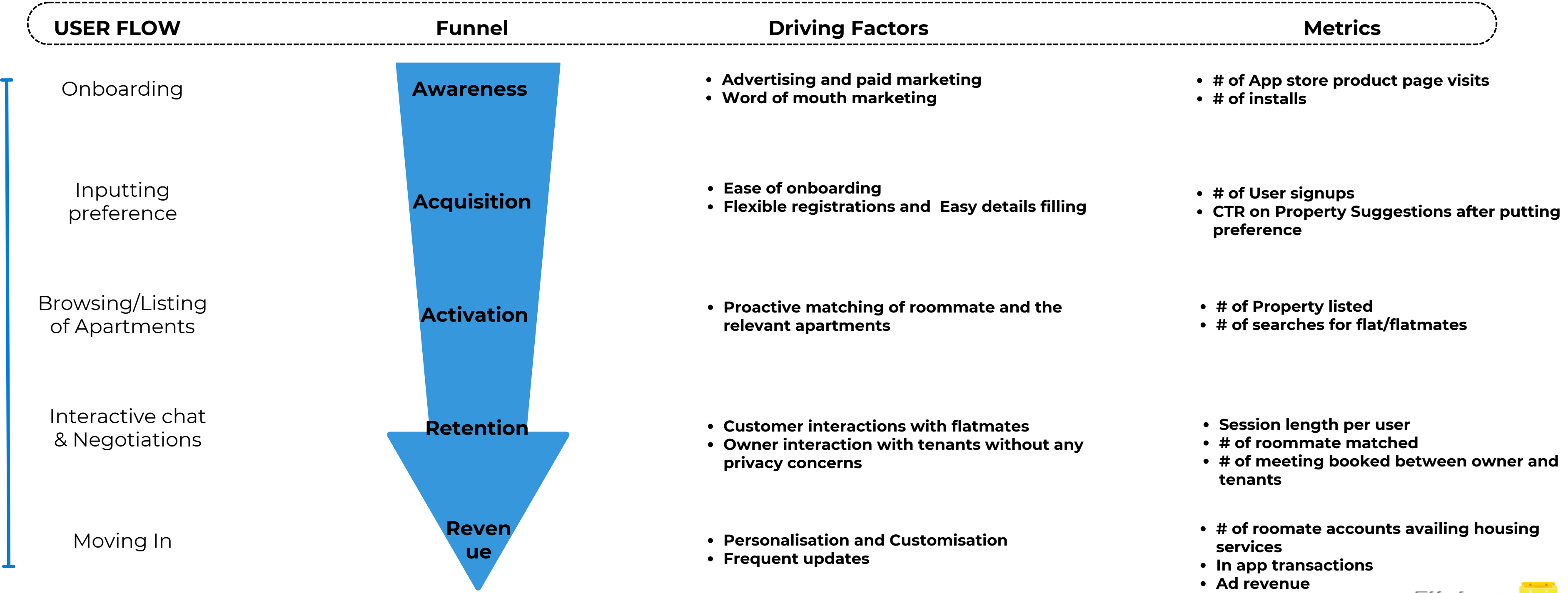


Listing Conversion Rate



Monthly Active Users (MAU)

Success Metrics



Potential Pitfalls & Solutions

1

Fake Listing of Properties

Description- The user may list the fake properties that they do not own or are already booked. This can cause problems for not only potential tenants but also the property's original owner.

Solution- Provide the option to report properties if the listing is misleading, and if multiple reports come, then take down those lists.

2

High Cognitive load

Description- A lot of question are asked to the user to make matchmaking more accurate, but it may become exhaustive for some users, and thus, cognitive load becomes too high for them.

Solution- Provide Third-party access to essential information of the Google account or other social media sites.

3

Confusion while Onboarding

Description- The confusion for a user to choose what option if someone is looking for the apartment or roommate(s) or both can cause decision fatigue in the user,

Solution- The primary key will be simplifying the page's design and providing regular updates.

4

Belief on Local Brokers

Description- Owners are most likely to follow the conventional way of using local brokers for tenant finding and are likely to hesitate in joining the platform..

Solution- Shortening tenant matching time, delivering monthly rent and security deposit statements, offering owner referral rewards, and introducing a premium subscription for owners that grants Renters' approval status and boosts their property's search ranking.