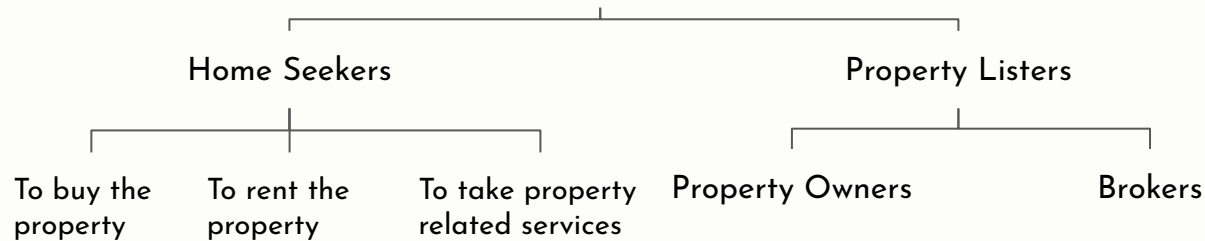# About Housing.com

Housing.com is an online Real Estate based marketplace search platform which allows users to search for real estate properties (both for purchase and rental) in their desired location.

Housing.com Stakeholders

Home Seekers
- To buy the property
- To rent the property
- To take property related services

Property Listers
- Property Owners
- Brokers

Type of Properties available in Housing.com:
- Home
- Commercial Properties
- Plots
- PG/Co-Living

Property Seekers
A user on Housing.com to find a property for either Rent or Buy.

Property Owners
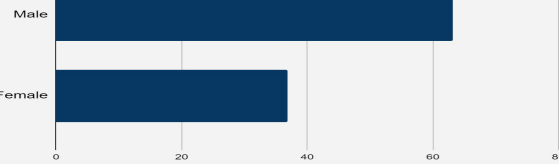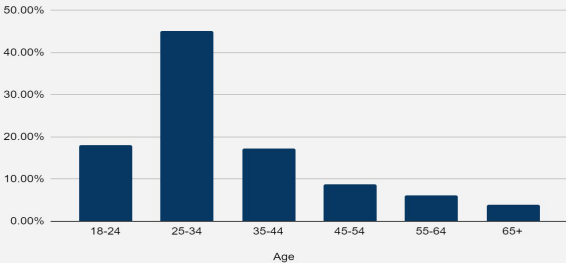A user on Housing.com who owns a property & lists a property to either Rent or Sell.

Brokers
A user on Housing.com who lists someone else property for Rent or Sell purposes.

Why Housing.com

9 Lakh+	40	6,000	> $1.0B	19.9M
Properties	Cities in India	Brokers	Annual Revenue	Total Visits per Month

Age wise distribution of Users

Reference:
https://www.similarweb.com/website/housing.com/
https://en.wikipedia.org/wiki/Housing.com

Problem Identification:

```
Grow the monetisation          Increase the revenue      Acquisition of new users    Demographic         Age 18 -24
revenue from the               from New users            in the existing user        Segmentation
platform.                                                segment
                                                                                     Psychographic       Age 24-40
                               Increase the revenue      Acquiring new users from    Segmentation
                               from Existing users       untapped user segment
                                                                                     Behavioural         Age 40+
                                                                                     Segmentation
```
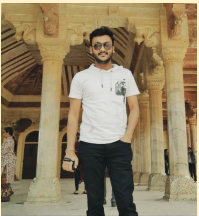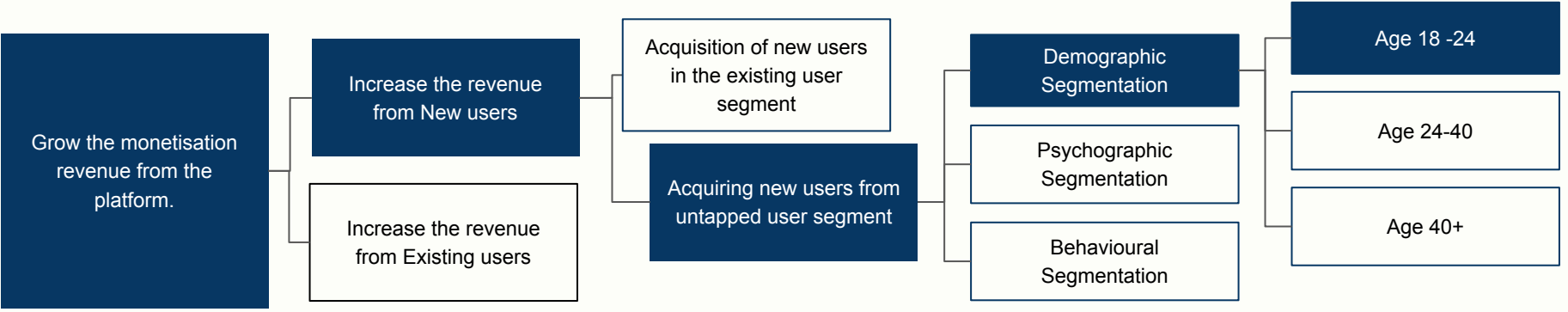
Psychographics:
Living in the Hostel, away from home for his college, earns a little amount of money through freelancing

Goals & Objectives:
Wants to make his hostel life more comfortable and luxurious.

Pain Points:
-Bad quality and unhygienic food.
-Lack of Cleanliness in the hostel room.
-Bad conditions of Hostel furniture, electrical appliances.

Name: Vasu Bansal
Age: 22 years
Work: College Student
City: Hyderabad

Psychographics:
Moving alone to the new city away from home for coaching, doesn't earn money.

Goals & Objectives:
Wants to discover the safe place for her stay outside the Hometown

Pain Points:
- No idea about good hostels based on requirements.
- Efforts of visiting many hostels to check them.
- How to trust the safety and security.
-Many criteria to be considered for the selection.

Name: Ishita Gadia
Age: 17 years
Work: Coaching Student
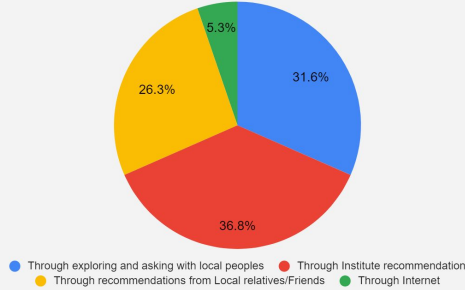**City:** Indore

Hypothesis: Launching a hostel marketplace to solve the problem of finding hostels can increase Housing.com's revenue.

Problem Validation:

Demographics of Survey Respondents:
Age: 18-24 years | **Gender:** 40% Male and 60% Female | **Location:** 90% are living in Tier 1&2

How did you find the Hostels for You?

- 31.6% Through exploring and asking with local peoples
- 36.8% Through Institute recommendation
- 26.3% Through recommendations from Local relatives/Friends
- 5.3% Through Internet

14K Average hostel rent tenants fees per month

5.80 Hostel Facilities/accommodation rating by Hostel tenants

4yrs Average time students pursuing higher education spend in Hostel

Survey Link: https://forms.gle/vZTcQR5jNpkYLQWr9

75% Students living away from home

47K Student hostels across India

Cities having high demand for hostels in India:
Bengaluru, Kota, Hyderabad, Mumbai, Delhi, Pune, Chennai, Indore, Jaipur, Nagpur

Reference:
https://www.fortuneindia.com/venture/home-away-from-home/104009

⚠️ Problems Identified

- **No any marketplace based platform** available in India to search for hostels.
- Finding a hostel for perfect stay outside the home is a **cumbersome process,** consumes a lot of time energy & resources.
- So, Housing.com can create a new hostel search portal to attract new user segment.

🤝 Job to be Done

But I find it **difficult to get the leads of Hostels** and also thus **wastage of time, energy** in visiting different hostels. Help me to **ease the process of searching hostels** so that **I can save my time on visiting different places** and **find the best possible hostel** as per my requirement.

📍 Why solve this now?????

Business Value:
- Problem is faced by large no. of users in the country.
- Post covid migration to cities has been increased
- No major competitors working for this segment.
- This user segment will increase the lifetime value of the product.

Users Value:
- Will provide the plenty of expert verified options at convenience.
- Help the users to discover hostels based on the context of location proximity, budget, facilities, etc.

Ideating Solutions:

Hostel Search

Why:
According to the survey, Most of the users are searching for hostels through recommendations from local people and finds it cumbersome task to visit multiple places and to check if it suits them as per the requirements.

How:
- A marketplace for hostels and tenants, It will help the users to check the available options in the city through online mode, thus making their hostel searching process easier.
- It will also help the Hostel owners to increase the reach of their hostels.

Hostel Service

Why:
As per the survey report, 70% of the respondents rated the hostel services below 5. They are dissatisfied with various services like room cleaning and also unhappy with furnitures, appliances available in the room.

How:
Housing will help the hostellers by providing them hostel compatible services like room keeping, various type of room maintenance services like AC servicing, furniture/appliances on rent,
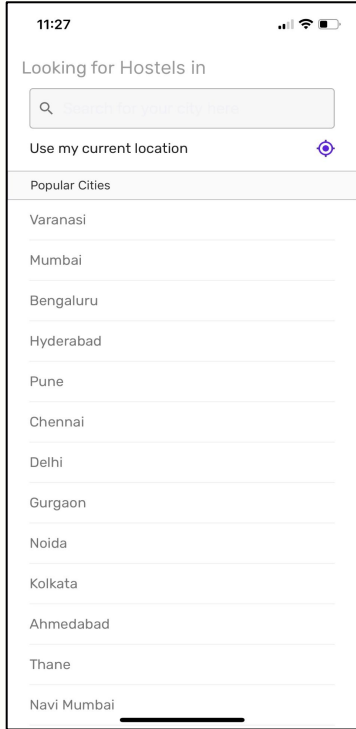
Housing Hostels

Why:
Since Hostellers are unhappy with their hostel management system. They don't find one stop solution for hostels with good and hygienic ambience, with healthy food and friendly staff.

How:
Housing will collaborate with hostels to provide the services to the hostellers under the umbrella of Housing.com. This can be for the users who are looking for high quality services from their hostels.

Solution	REACH*	IMPACT	CONFIDENCE	EFFORT	Score=(R*I*C)/E
Hostel Search	60%	3	4	2	3.60 ⭐
Hostel Service	40%	2	2	4	0.40
Housing Hostels	20%	4	4	5	1.96

*Note: Reach has been calculated from the survey data

Screen 1 (11:27)

Looking for Hostels in

Search for your city here

Use my current location

Popular Cities

- Varanasi
- Mumbai
- Bengaluru
- Hyderabad
- Pune
- Chennai
- Delhi
- Gurgaon
- Noida
- Kolkata
- Ahmedabad
- Thane
- Navi Mumbai

Screen 2 (12:02)

Select Locality or Landmark in Mumbai

Search Locality, Landmark, Project...

Use my current location

Popular Localities

Thane West	₹12.4 k /bedroom
Powai	₹27.9 k /bedroom
Chembur	₹23.7 k /bedroom
Andheri East	₹24.7 k /bedroom
Andheri West	₹29.1 k /bedroom
Bandra West	₹51.1 k /bedroom

Screen 3 (11:40)

Filter — Clear all

You are searching in Mumbai — Change Location >

Filter Applied
Andheri East, Mumbai ✕

Gender
○ Boys   ○ Girls   ○ Both

Room Type
○ Private Room   ○ Double Sharing   ○ Triple S

Budget
₹ 0.0   ₹ 90.0 K+

Food Available
Yes   No

Proximity from the Location
100 m   15 km

View 1.8 K Properties

Screen 4 (12:02)

120 results for Hostels in Andheri East, Mumbai

↕ Sort   ⚙ Filter

Silver Clouds Inn Hostel
Marol, Andheri East, Mumbai   GIRLS

Laundry | GYM | Room Service
Parking

From ₹15,000/month • 3 Options

⭐ Expert Verified   📍 ♡ Contact

Charles Morton Court
Marol, Andheri East, Mumbai   Boys

Laundry | Mess | Room Service

From ₹15,000/month • 5 Options

📍 ♡ Contact

Annotations (right side):

Expert Verified:
Based on the Reviews and Ratings and recommendations by the residents, we can classify some properties as Expert Verified.

CTA to Like:
To save this property in the list for referring it later.

CTA to Contact
To get the contact details of the Hostel owner or manager.

CTA to Locate:
This feature will help the user to navigate the location in a map and user can check its proximity from his/her desired location.
So clicking to this CTA, user will land to the Google maps with one location set as Hostel Location while showing nearby landmarks.
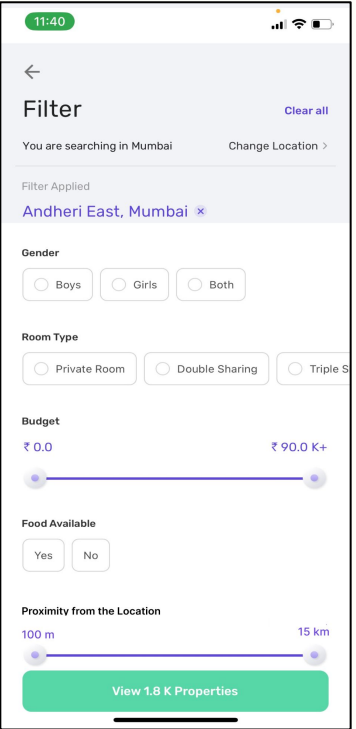
Bottom captions:

Search for hostels by selecting the City. Can be done by 2 ways:
- By selecting the city from the popular cities list.
- By searching
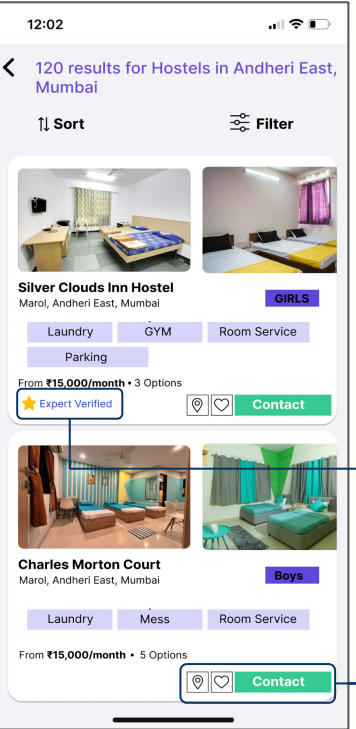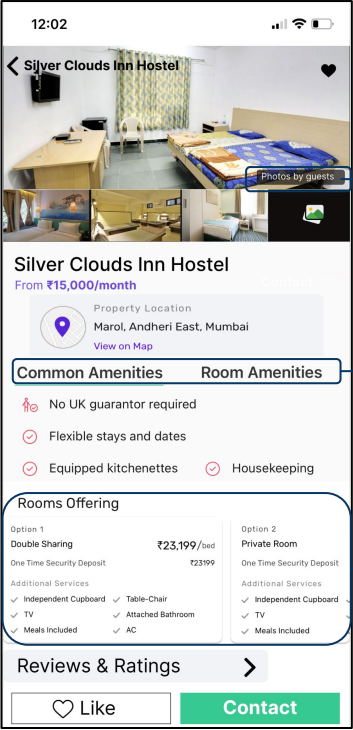- By using current location
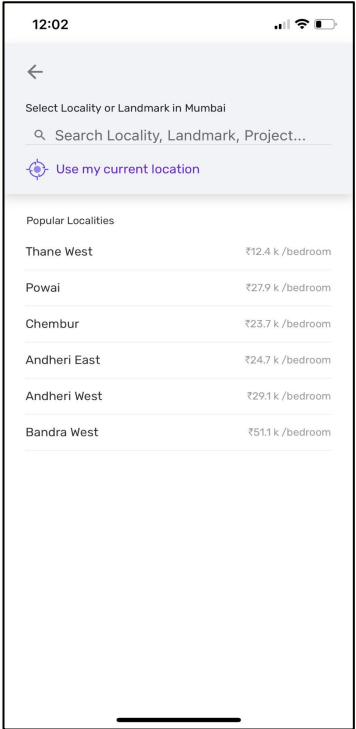
Search for hostels by selecting the particular locations of the city. User can select the location based on 2 ways:
- By searching the location
- By selecting the location from the map.

Search for hostels through filters based on Budget, Proximity of the location, food and other facility availability, room type.

The list of cards containing the hostel details.
1. Photos with horizontal swipe
2. Name, Location, type
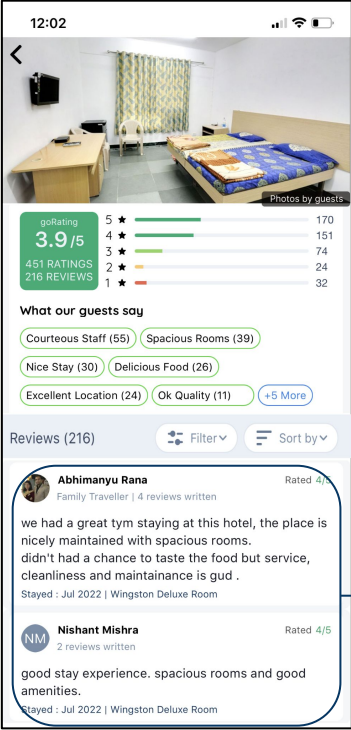3. Highlights of the hostel
4. Rent price

Photos by Guests:
Photos can be added by the residents as well, it will help users to take decisions better

Amenities:
Hostel details as mentioned by the owner of the property. These amenities can be divided into two categories:
- Common Amenities
- Room Amenities.

Room Options:
You can see different room options available for that hostel to get more details.

Set Location:
You can add location to check the distance and direction to travel from the given hostel property.

Reviews:
Residents can add the comments including multimedia content.
This will allow users to decide better.

Hostel Page:
This page consists of details like
- Common Amenities
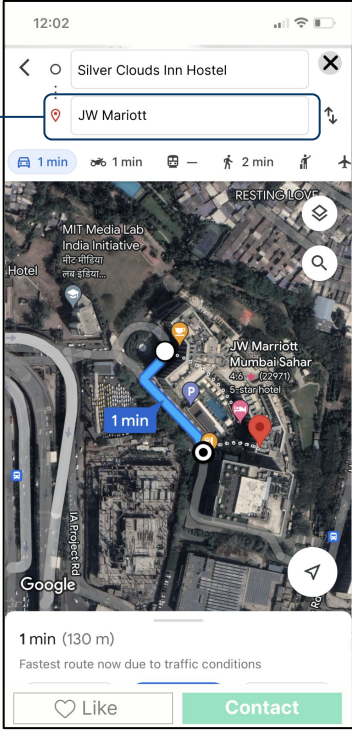- Room Amenities
- Different Room Options
- Reviews & ratings

Ratings & Reviews page:
Users can check the selected hostel ratings and reviews as per the previous residents experience. This will help the user to get a fair idea about the hostel management and facilities.

Map Page:
User can check the proximity of his/her hostel from the desired locations and through map, user can get an idea of landmarks nearby.

Measuring Impact

Funnel Metrics

Homepage — **Hostel Search & Filters** — **Hostel Listing Page** — **Hostel Page** — **Contact**

1. Unique users searching for Hostels
2. Frequently searched cities for hostel

1. Unique users on Search & filters page
2. Average no. of hostels in a list per search
3. Unique users using Proximity feature.

1. Unique users on Hostel listing page
2. #clicks on hostels
3. #clicks on CTA to Locate
4. Clicks on CTA to Contact

1. Unique users on Hostels
2. Average no. of Hostels on Like list per user
4. #clicks on ratings & reviews
5. # clicks on CTA to Contact
6. #clicks on CTA to Locate
7.Unique users giving Rating/Reviews per hostel.

Performance Metrics

👍 **Average no. of hostels in a list per search-** Will reflect the no. of leads platform can provide

👍 **Unique clicks on Local store section-** Will prove the store discovery issue is solved

👍 **Net Promoter Score-** Will reflect user satisfaction with the Hostel search portal

👍 **# Clicks on CTA to Locate-** Will Prove the maps integration had user need

Business Metrics

No.of hostels onboarded in our Platform

Additional Revenue created per hostel listing

Customer Acquisition cost spent per user

Pitfalls

SLOW DEVELOPMENT DUE TO DEPENDENCIES

Description - We will need some time for this marketplace-based solution to be fully functional since our listings are dependent on hostels, which may affect our users experience.

Detection -
1. # hostels listing in our platform
2. # users drop off

Possible Cure - By providing free services initially, we will be able to attract hostels to list their property on our platform and increase their reach.

LOW TECH QUOTIENT ON HOSTELS

Description - The lack of technical proficiency of hostel management might result in a slow onboarding process for hostels on housing platforms

Detection -
1. % hostels on boarded by # of hostels listed on google maps
2. Conversion from listing page to hostel page

Possible Cure - Providing Customer Support to Hostel management to help them in their easy onboarding.

USER LOSS DUE TO BAD HOSTEL MANAGEMENT

Description - The Housing platform will act as a middleman and will not own the hostel service, but users may not know this and leave the platform because of an unsatisfactory experience.

Detection -
1. Low Net Promoter Score (NPS)
2. Monthly Active Users (MAU)

Possible Cure - On the Hostel page, we can clarify that Housing isn't responsible for Hostel Management, but by providing feedbacks & reviews, it can be improved.

FEEDBACK DATA WILL TAKE TIME

Description - Housing Verified ticks are based on user ratings and reviews. Data collection takes time.In addition, users may not find it motivating to leave reviews.

Detection -
1. # unique users sharing feedback per hostel
2. # Housing verified hostels

Possible Cure - We can motivate the hostel managements to ask their tenants to fill the feedback.

Thank You!