

Ideation Phase

Define the Problem Statements

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Team ID	LTVIP2025TMID47699
Project Name	HouseHunt

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a first-time homebuyer	find a house that meets my needs and budget	I find it difficult to compare properties side by side	there is no single platform that consolidates all necessary information	uncertain about making the right decision
PS-2	a college student	find affordable housing near my university	I need a way to connect with potential roommates before committing	there are limited resources for finding and vetting potential roommates	isolated and worried about finding compatible roommates
PS-3	new to the city and unfamiliar with the neighborhoods	identify safe and convenient neighbourhoods	I find it hard to navigate the new city and locate essential services	online listings often lack detailed neighbourhood information and safety ratings	overwhelmed by the housing search process in a new city

PS-4	graduate student	housing close to the research facilities	I struggle to find housing that is both affordable and close to research facilities	research facilities are often located away from typical student housing areas	anxious about finding a conducive study environment
PS-5	international student	understand the rental process, legal requirements and find housing that accommodates international students	I face language barriers and cultural differences	here is a lack of resources tailored to international students	overwhelmed and lost in a new country
PS-6	family-oriented man seeking a safe and vibrant residential community for my family.	Find a society or residential complex that offers good amenities, security, and a family-friendly environment.	I encounter barriers such as high costs, limited availability, and difficulty in verifying the quality and safety of the neighbourhood.	problems exist due to a competitive real estate market, lack of comprehensive information, and potential discrepancies between advertised features and actual conditions.	Stressed, anxious, and uncertain, causing worry about the well-being and happiness of my family in our future home.