

Ideation Phase

Empathize & Discover

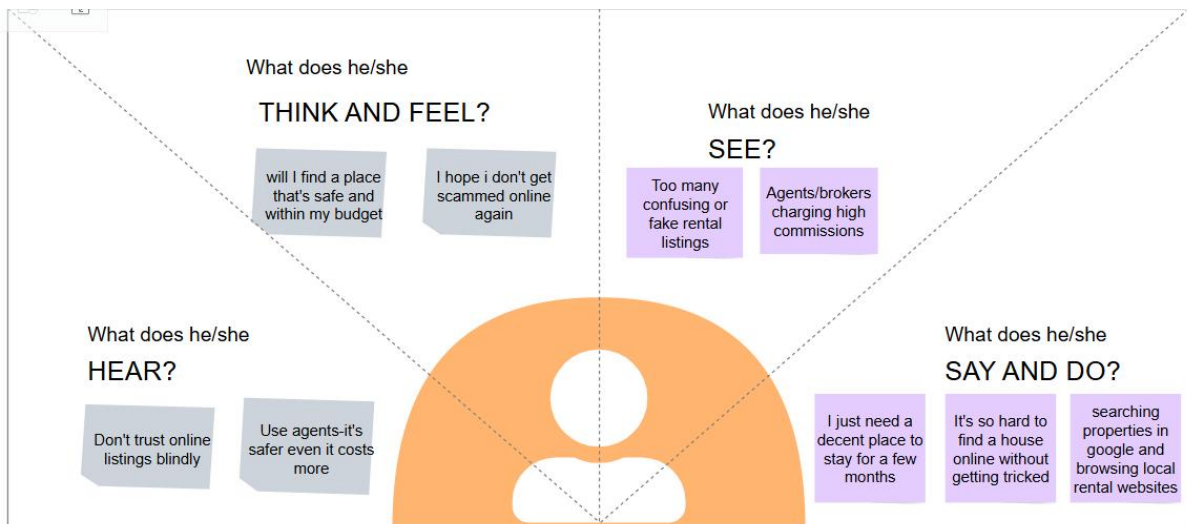
Date	27 June 2025
Team ID	LTVIP2025TMID20380
Project Name	HouseHunt: Finding Your Perfect Rental Home
Maximum Marks	4 Marks

Empathy Map Canvas:

We tried to understand our user by creating an empathy map. A renter usually says things like, "I need a place soon" or "I don't know which listings are real." They often express confusion and frustration while searching for a home. Internally, they may be thinking, "I hope I don't get scammed" or "Will I find something good in my budget?" Though they may not say it out loud, there's often worry about making the wrong choice or wasting time.

Their actions show that they are actively looking – they search online, join WhatsApp groups, ask friends, and visit different property websites. They may also directly call owners or agents. Emotionally, they feel stressed and anxious during the process, especially when there's urgency. But once they find a good platform that works, they feel more relaxed, confident, and satisfied.

The pains they experience include fake or outdated listings, unclear contact information, high agent charges, and a lack of trust. These issues make the process slow and frustrating. What they really want is a verified, smooth, and fast platform where they can search easily, compare options, and directly connect with the property owner. If the platform works well, they feel like their time and effort are valued, and they are able to rent confidently without much hassle.



PAIN	GAIN
<ul style="list-style-type: none"> • Fake listings and scams • No direct contact with the owner • Confusion about which listings are real 	<ul style="list-style-type: none"> • Finds a verified rental easily • Books it directly online • Saves money and time