**Ideation Phase**

**Define the Problem Statements**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID61039 |
| Project Name | Rental Home:Finding Your Perfect Home |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

**A Customer Problem Statement is a clear description of the challenges or pain points faced by the customer that a project or solution aims to address.  
It helps the team stay focused on solving the right problem by identifying who the customer is, what their problem is, why it matters, and what success looks like.**

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| **Section** | **Description / Example** |
| **Customer Segment** | **Who is facing the problem? (e.g., Students, working professionals, families, etc.)** |
| **Problem Description** | **What exact challenge are they facing? (e.g., Difficulty finding verified and affordable rental homes in urban areas.)** |
| **Impact** | **Why does this problem matter? (e.g., Wastes time, causes stress, increases fraud risk.)** |
| **Current Alternatives** | **How are customers solving this problem now? (e.g., Online ads, brokers, word-of-mouth.)** |
| **Proposed Solution** | **What is your team’s idea to solve it? (e.g., A rental app with verified listings, smart filters, and AI recommendations.)** |
| **Success Criteria** | **How will we know the problem is solved? (e.g., Reduced search time, more verified listings, increased customer satisfaction.** |

