**Ideation Phase: Brainstorm & Idea Prioritization Template**

**Date:**

31 January 2025

**Team ID:** LTVIP2025TMID53374

**Project Name:**

**HouseHunt: Finding Your Perfect Rental Home**

**Maximum Marks:**

4 Marks

**✅ Step 1: Team Gathering, Collaboration, and Select the Problem Statement**

**👥 Team Collaboration**

* Team met to discuss common challenges faced by renters and property owners.
* Explored issues such as unverified listings, lack of centralized rental platforms, and communication gaps.

**🎯 Selected Problem Statement**

*"Finding a verified and affordable rental property is often a slow, unsafe, and unorganized process for both tenants and property owners."*

Our project, **HouseHunt**, aims to address this by building a user-friendly, full-stack application that enables renters to browse verified listings, and owners to manage their properties efficiently — with admin oversight to ensure credibility and transparency.

**✅ Step 2: Brainstorm, Idea Listing, and Grouping**

**💡 Raw Ideas Collected**

1. Property listing with photos and filters
2. Secure login system (Renter, Owner, Admin roles)
3. Owner profile verification
4. In-app booking and inquiry system
5. Chat/messaging between renter and owner
6. Admin approval for owner listings
7. Status tracking for booking requests
8. Lease agreement finalization
9. Search by location, rent, property type
10. Notification system
11. Integration with maps for location preview
12. Review and rating system for properties
13. Document upload for rental agreements
14. Payment gateway integration
15. Availability calendar for each listing  
    **Conclusion**
16. The brainstorming process helped our team explore a wide range of possibilities. Through grouping and prioritization, we were able to focus on building a scalable MVP that delivers maximum impact with manageable effort. Future versions will build on this strong foundation with advanced utilities like payments, document management, and calendar integration.  
    **Empathy Map Canvas – HouseHunt (Renter Persona)**
17. **User Persona:** Alice – Renter searching for a new apartment
18. **Disadvantages**
19. Time-consuming and unreliable property search
20. Fear of scams or fraud
21. Poor communication with property owners
22. No clarity on availability or property authenticity
23. Multiple platforms to check, none fully reliable
24. **Advantages**
25. Verified listings with real photos and accurate information
26. Easy-to-use filters to match budget and preferences
27. Secure platform to communicate with owners
28. Real-time booking status updates
29. Digital negotiation and finalization of lease agreement
30. Admin oversight for safety and trust
31. **Key Insight:**
32. Renters like Alice are not just looking for homes — they’re looking for **trust**, **convenience**, and **clarity**. A successful rental app must address these emotional and functional needs while simplifying every step of the rental process.