Ideation Phase
Empathize & Discover

Date	
Team ID	PNT2025TMID09657
Project Name	Rentease-HOUSE RENT APP USING MERN
Maximum Marks	4 Marks

Empathy Map Canvas:

The empathy map provides a dual perspective on the house rental application experience, focusing on the tenant (customer) and the property owner (landlord).

Tenant (Customer)

- **SAYS:** "I need a place in a good neighborhood," "This application process is a hassle," "I hope the photos are real."

- **THINKS:** "Is this listing legitimate?" "I can't afford to waste time on bad properties," "Will I be able to communicate easily with the landlord?"

- **FEELS:** Anxious about finding a suitable home, frustrated by the application process, and stressed about the competition for good properties.

- **DOES:** Spends hours scrolling through listings, fills out multiple application forms, and contacts landlords with follow-up questions.

Property Owner (Landlord)

- **SAYS:** "I need a reliable tenant," "This vetting process is taking too long," "I wish I could find a better way to manage inquiries."

- **THINKS:** "How can I filter out unqualified applicants?" "I need to make sure my property is well-maintained," "Is the rent I'm asking for fair for this market?"

- **FEELS:** Overwhelmed by the number of inquiries, concerned about property damage, and eager to fill the vacancy quickly.

- **DOES:** Manually sifts through applications, conducts background checks, schedules and attends multiple viewings, and manages communication with multiple potential tenants.

Empathy Map :

	TENANT (CUSTOMER)		PROPERTY OWNER (LANDLORD)	
	SAYS	**THINKS**	**SAYS**	
	I need a place in a good neihborshood.	Is this listing process is a a hassle.	I need a reliable reliable tenant	How can I filter out unqualified is taking too long.
	FEELS		**FEELS**	
	I can't afford waste time on bad properties.	Anxious Frusterated	I need to make sure my property well-maiintsed. Overwelmed	Overwelmed Eager to fill the vacancy
	DOES		**DOES**	
	Spents houres scrolling flrough application forms	Anxious Frusterated	Manually sifts through applications	Conducts background cheeks