**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).

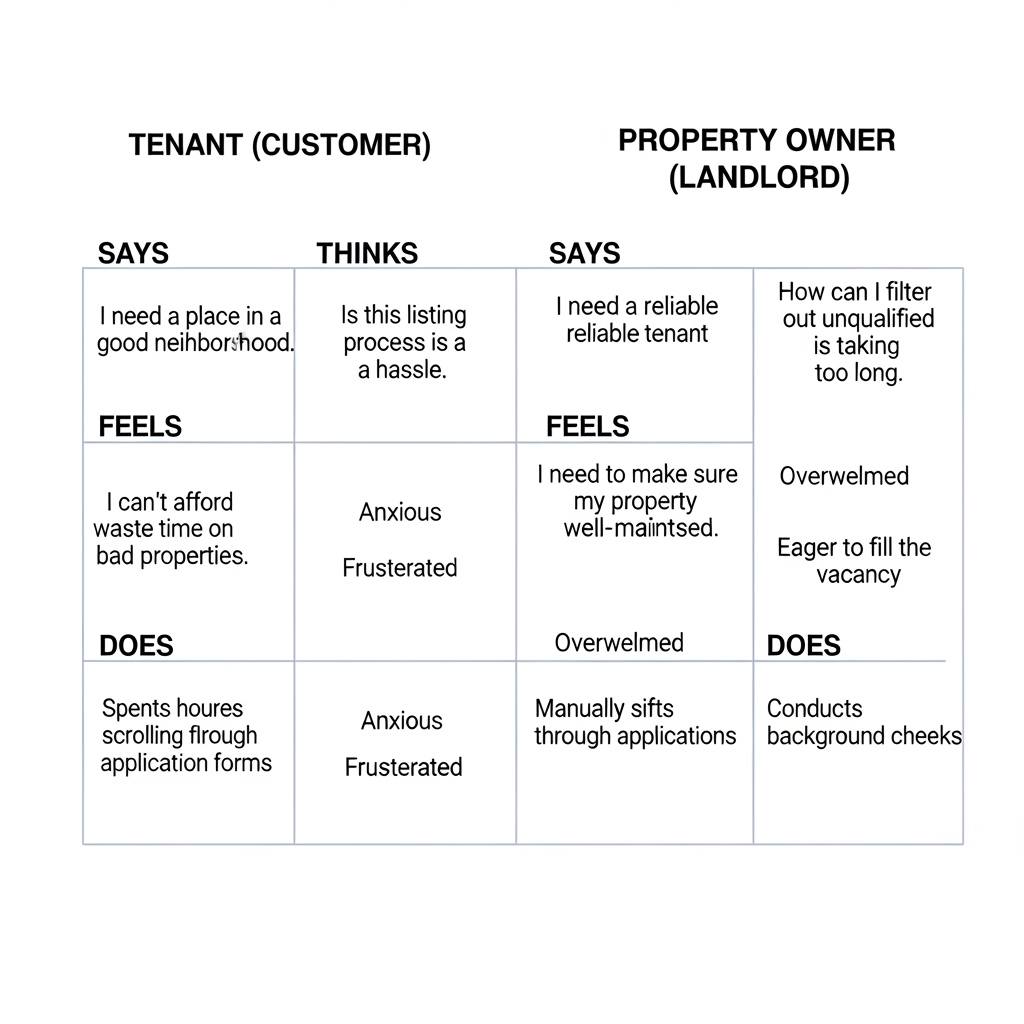
**Tenant (Customer)**

* **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 :**

****