

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13/06/25
Team ID	LTVIP2025TMID58222
Project Name	House-Hunt: Finding-Your-Perfect-Renta-Home
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Our team united with the shared goal of solving a real-world problem that directly impacts millions across India. Through discussions on modern urban challenges, housing needs, and the growing trend of digital-first solutions, we recognized a major gap in the rental housing sector — the difficulty in finding suitable, affordable, and verified rental properties efficiently.

We explored the struggles renters face, such as lack of transparency, scattered listings, absence of filters based on personal preferences, and limited interaction between property owners and potential tenants. Similarly, property owners often find it challenging to reach verified tenants quickly and securely.

Motivated by these issues, we chose to build

Hunt: A Platform for Finding Your Perfect Rental Home. This solution aims to simplify and streamline the home rental process by using modern web technologies, offering role-based access (Renter, Owner, and Admin), smart property listings, and user-friendly interfaces.

Problem Statement:

“How can we design an intelligent and user-friendly rental housing platform that bridges the gap between tenants and property owners, promotes transparency, and enables smooth property search, listing, and management across urban and semi-urban areas in India?”

Step-2: Brainstorm, Idea Listing and Grouping

Idea	Idea Description	Group/Category
1	Analyze user preferences like budget, location, and house type	User Behavior Analysis
2	Compare rental trends across cities and years	Market Comparison
3	Identify cities with highest demand and listing density	Regional Insights
4	Study rental fluctuations during events like festival seasons or academic sessions	Event Impact
5	Use heat maps to show popular rental zones in major cities	Visualization Techniques
6	Embed property search dashboard in a React web app using Node.js backend	Deployment / Web Integration
7	Create a user journey/storyline from search to booking	Narrative & User Flow
8	Add filters for city, price range, property type, and number of rooms	Dashboard Interactivity
9	Visualize listings added, rented, or removed per quarter	Seasonal Market Analysis
10	Add calculated fields for average rent, availability per area	Data Processing / KPIs
11	Predict upcoming rental demand using past search and booking data	Predictive Analysis
12	Display total listings, active users, and successful bookings	KPI Overview / Platform Metrics

Step-3:Idea Prioritization:

Idea	Idea Description	Impact	Feasibility	Priority
1	Analyzer user preferences like budget, location, and house type	High	Easy	High
2	Compare rental trends across cities and years	High	Medium	High
3	Identify cities with highest demand and listing density	Medium	Medium	Medium
4	Study rental fluctuations during academic or festival seasons	High	Medium	High
5	Use heat maps to show popular rental zones	Medium	Easy	Medium
6	Embed property search dashboard in React app with Node.js backend	High	Hard	Medium
7	Create a user journey from search to booking	High	Medium	High
8	Add filters for city, budget, property type, rooms, and amenities	Medium	Easy	Medium
9	Visualize listings added, rented, or removed per quarter	Medium	Easy	Medium
10	Add calculated metrics like average rent per area or per room	High	Medium	High
11	Predict upcoming rental demand using historical data	High	Hard	Medium
12	Display total listings, active users, and successful bookings	High	Easy	High