**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| --- | --- |
| 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 | Analyzer 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 |