Date	22 February 2026
Team ID	LTVIP2026TMIDS42582
Project Name	Home-Rentals
Maximum Marks	2 Marks

Customer Problem Statement – Home-Rentals Platform

1. Target Customers

- Students and working professionals relocating to new cities

- Families looking for short-term or long-term rental homes

- Property owners who want to list and manage rentals easily

2. Customer Situation

People searching for rental homes often struggle to find reliable listings, compare options, and communicate with property owners efficiently. Many existing platforms provide outdated information, hidden costs, or complicated booking processes, making the rental experience stressful and time-consuming.

3. Customer Needs

Customers need a platform that:

- Provides **verified and up-to-date property listings**

- Offers **clear pricing with no hidden charges**

- Allows **easy search, filtering, and comparison**

- Enables **secure communication** between renters and owners

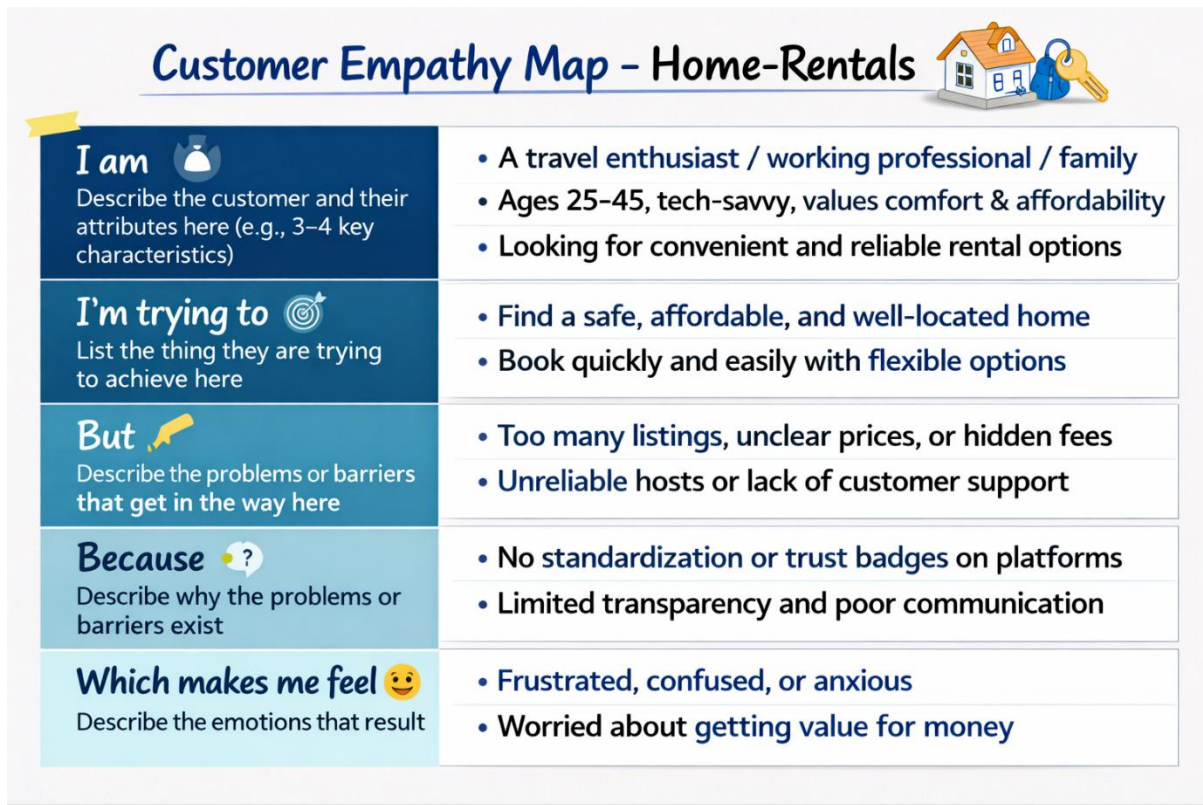- Supports **simple booking and documentation**

4. Problem Statement

Renters and property owners need a reliable, transparent, and user-friendly rental platform because existing solutions are fragmented, unreliable, and time-consuming, making the process of finding and managing rental homes inefficient and stressful.
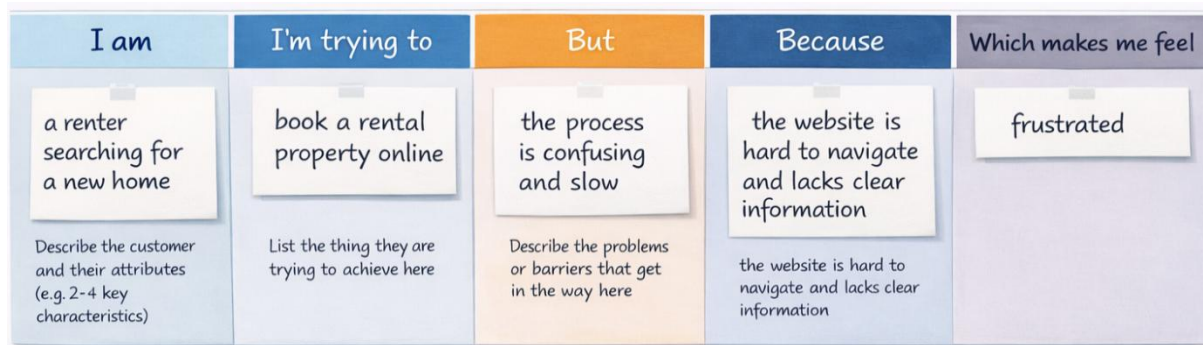
5. Why This Problem Matters

Solving this problem will:

- Reduce stress for renters relocating to new places

- Help property owners reach genuine tenants

- Save time through streamlined booking and communication

- Build trust through verified listings and transparent pricing

Customer Empathy Map – Home-Rentals

I am — Describe the customer and their attributes here (e.g., 3–4 key characteristics)
- A travel enthusiast / working professional / family
- Ages 25–45, tech-savvy, values comfort & affordability
- Looking for convenient and reliable rental options

I'm trying to — List the thing they are trying to achieve here
- Find a safe, affordable, and well-located home
- Book quickly and easily with flexible options

But — Describe the problems or barriers that get in the way here
- Too many listings, unclear prices, or hidden fees
- Unreliable hosts or lack of customer support

Because — Describe why the problems or barriers exist
- No standardization or trust badges on platforms
- Limited transparency and poor communication

Which makes me feel — Describe the emotions that result
- Frustrated, confused, or anxious
- Worried about getting value for money

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I am	I'm trying to	But	Because	Which makes me feel
a renter searching for a new home	book a rental property online	the process is confusing and slow	the website is hard to navigate and lacks clear information	frustrated
Describe the customer and their attributes (e.g. 2–4 key characteristics)	List the thing they are trying to achieve here	Describe the problems or barriers that get in the way here	the website is hard to navigate and lacks clear information	

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a renter looking for a home	book a rental property online	the booking process is confusing	the website lacks clear instructions and info	frustrated and uncertain

| PS-2 | a landlord listing a property | find reliable tenants quickly | not getting enough tenant inquiries | my listing isn't visible or attractive enough | worried and disappointed |