**Ideation Phase**

**Problem Statement**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID59690 |
| Project Name | Househunt-Finding Your Perfect Rental home. |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

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

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A renter looking for a new home to live in. | Find a rental property that fits my needs and budget | I struggle to get updated listings, verify property details, and communicate effectively with property owners. | Most property platforms are outdated, lack clear information, or don’t offer transparent processes. | Frustrated, uncertain, and anxious about making a commitment. |
| PS-2 | A property owner wanting to rent out my apartment. | List my property and find trustworthy tenants quickly. | It is difficult to manage inquiries, verify tenant backgrounds, and keep my property information organized. | There is no single platform that allows me to control my listings and communicate securely with prospective tenants. | Overwhelmed and concerned about the safety and efficiency of the rental process. |