



## **ASSIGNMENT 3: NEW PRODUCT DEVELOPMENT**

### **FOR RENTMATCH**

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<b>Student's Name &amp; Matric Number</b>	<b>:</b>	<b>1) THASHIRAA BINTI BRAHIM (2024665526)</b> <b>2) NURATIQA LIYANA BINTI AZMI (2024665678)</b> <b>3) NURSHALEEYA SHAZLYN BINTI SUHAIZAN (2024428682)</b> <b>4) MUHAMMAD AFHAMFAUZAN BIN ANUAR (2024801202)</b> <b>5) NUR SHAHFIQA BINTI ABD RAHMAN (2024242626)</b> <b>6) FARHANNA ADLINA BINTI SHAMSUDIN (2024294288)</b> <b>7) SURAYA BINTI GHANI (2023558281)</b>

**Submitted to:**

**DR NOOR FAIZAH BINTI MOHD LAJIN**

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## **EXECUTIVE SUMMARY**

The report states the development and viability analysis of RentMatch, a mobile-based rental matching application, aimed at taking a step into modernizing the traditional property rental process in Malaysia. RentMatch addresses some of the inefficiencies that tenants face along with the property owners, especially Generation Z students, fresh graduates, and young professionals. Problems like response delayed, misleading or expired listings, low trust, and energy wasting property hunts. This is an app that introduces a swipe and match system adapted from popular dating applications, whereby a user would cut down on decision making time by matching properties against personalized preferences like budget, location, type of property, and amenities. Other than that, the platform also integrates user verifications, in app chats, secure online payment options, and rating systems to enhance trust, safety, and communication efficiency.

Through the NABC (Needs, Approach, Benefits, Competitors) methodology and a structured New Product Development process, the study establishes convincing evidence of a strong demand and feasibility for RentMatch. The concept testing study and subsequently the test marketing exercise involved respondents highlighting an extreme level of dissatisfaction toward existing platforms such as Mudah.my, iProperty, and Facebook Marketplace while showing heavy interest in RentMatch's quick response, verified listings, and smart matching. The findings confirm that RentMatch truly solves real and sustained problems existing in the rental market, thus competitively differentiating itself with strong acceptance from users. Hence, the report concludes that RentMatch is indeed a viable and market ready digital solution that possesses the potential to develop into a secure, efficient, and user friendly rental platform in Malaysia.

## **1.0 INTRODUCTION**

The high pace of development of digital marketplaces in Malaysia has changed how consumers purchase, sell and rent goods and services. Internet websites have become a necessary tool to ease the process of transactions because of their convenience, accessibility, and a large market coverage. Nonetheless, the majority of the currently existing platforms are general marketplaces and, therefore, are not tailored towards organised rental operations. Consequently, efficiency, trust, and safety issues are likely to pose a challenge to the users whenever they get into a rental transaction.

The case under analysis is dedicated to the discussion of the weak aspects of the current online marketplaces, especially in relation to the rental services, and to the necessity to develop the more systematic and technologically oriented rental platform. Through the analysis of user experiences, platform functionality, and gaps in its functionality, this research is expected to detect the major issues and suggest the corresponding technological changes.

## **1.1 PROBLEM STATEMENT**

The use of online marketplace platforms is common in Malaysia, but the process of renting through online marketplaces is not organized and efficient. The majority of sites do not provide a special rental system of activities and the user would have to look through a huge amount of listings which is not divided or categorised in terms of a rental activity. Such unsystemised matching is a disadvantage that makes users spend more time and effort locating the appropriate rentals.

Additionally, the lack of mechanism to effectively list the advertisements and the use of inadequate verification systems by the users is also a contributor to the existence of incomplete, outdated, or misleading advertisements. Other vital details about renting like prices, rent time, condition of the item and conditions of use are either inappropriate or mixed thus causing confusion among the users. Such problems undermine the trust of the users and heighten the risk of rental transactions.

Moreover, the lack of a standardised rental workflow causes disparity in the user experiences. The communication, booking, and payments are usually carried out in an informal way among people and do not provide a lot of protection to either party. These issues emphasize the importance of a more digitalized solution, which would include categorized listings, better security protocols, and effective matching systems to add value to the overall rental experience.

## **1.2 METHODOLOGY**

The research design that will be used in this study is a descriptive and analytical research study in which the researcher intends to establish how effective the available online marketplace platforms are in facilitating the processes of rentals. The primary and secondary data collection strategies were employed in order to cover the analysis.

Documents reviews, online articles, industry reports, and academic publications concerning the topic of digital marketplaces and rental platforms were a source of secondary data collected. These sources gave the background on the activities of the platform, market trends, and challenges currently existing in the industry.

Primary information was gathered by means of a structured online questionnaire redirected to the general population. The questionnaire was created to gather information about the demographic profile of the respondents, their experiences with online rental services, issues they had when engaging in online rental service, and their perception of a proposed concept of a rental-matching platform. Close-ended questions and Likert-scale items allowed the analysis of data in a systematic manner.

The data collected were analysed through descriptive statistical tools, frequency and percentage analysis in order to determine any similar patterns, user interests, and the major problems as per the objectives of the study.

## **1.3 LIMITATION**

There are a number of limitations that were found during this study. To begin with, the number of respondents was necessarily small to represent the whole population of the online users of the marketplace in Malaysia, since only those respondents who could access the online questionnaire and were ready to answer it participated in the research. This can cause sampling bias.

Secondly, the answers given by the respondents were made based on the personal experiences and perception, this can differ greatly among individuals. Other respondents might

not be quite familiar with the process of rental transactions, this can be a weakness of their responses.

Moreover, the research will be based on the secondary sources of data regarding some of the company related and financial information, which can be limited due to the data availability and confidentiality issues. The scope of analysis was also constrained by time and accessibility to proprietary data on operations. Irrespective of these constraints, the research offers some useful understanding of the current issues and a valuable base in assessing the possible solutions to the current issues with digital rental websites

## **2.0 NABC APPROACH**

### **2.1 NEEDS**

“The basic needs that RentMatch satisfies are basically related to the inefficiencies in existing realty listings platforms, which entail slow browsing processes involving considerable scrolling and manual selection and comparison of many listings. These platforms experience slow or non-existent responses to advertisements, unreliable or stale listings, misleading and repetitive advertisements, and poor selection criteria in finding fitting listings,” This was backed up by an online survey among 31 participants, in which 61.3% reported slow responses and stale information as the main concerns. Another issue with existing platforms is that trustworthiness in listings remains low, with 80.6% of participants giving existing listings just "some trustworthiness at best," which implies that there's definitely another demand for faster and more secure platforms that consider preferences for things such as budget, location, type, and features within a short period of time.

### **2.2 APPROACH**

A swipe-and-match technique used by RentMatch, modeled on dating apps including Tinder, to allow users to swipe right for interest and left to decline listings based on individual needs related to budget, geographical, categorical, design, and facility criteria. The project utilizes sophisticated technologies that involve a smart matching system, user authentication for the avoidance of fraud, a chat system for the promotion of secure and direct communication, a secure online deposit payment procedure, and a rating/feedback system to promote trust and accountability among tenants, owners, and agents. Utilizing a systematic New Product Development (NPD) procedure that involves idea generation via a brainstorming technique, screening to select the preferred solution among other options named SmartCheck or Lockify, idea and test marketing examining the interest of 58.1% users via surveys, the method puts the project forth as a mobile app delivered via the Google Play and the Apple App Store, acquiring income streams from upgraded listings, subscriptions, and advertising, targeting Gen Z users in urban settings via social networking advertisements named "Swipe Your Way To Your Next Home."

## **2.3 BENEFITS**

RentMatch provides immense value by greatly reducing search time and improving user experience with features like easy swiping, automated matching, and AI suggestions, although survey respondents value fast communication (80.6% deemed very important) and accurate listings (80.6% claim it increases trust highly) the most. Additionally, it adds efficiency to both the renter and the property owner/agent by allowing real-time communication, shortening the time a property is vacant, and reaching interested persons, but components such as secure payment and reviews ensure reduced fraud in a marketplace saturated with counterfeit listings. On the whole, it enables a secure and rapid transaction process with more accurate matches (71% would pay for it) and increased user satisfaction, having been well-accepted among 18- to 24-year-old city residents looking for affordable and good quality accommodations.

## **2.4 COMPETITORS**

RentMatch is competing with established platforms such as Mudah.my, iProperty.com, and Facebook Marketplace, which currently cater to the majority of Malaysia's rental market but have important flaws identified by survey responses. The most frequently used platform, Mudah.my, has a comprehensive listing of rentals but is characterized by tedious scrolling, filtering, and slow responses, leading to a lack of trust in the site, which is only "somewhat trustworthy" for 80.6% of respondents. The platforms also include professional listings and sharing of important flaws such as inaccurate information and tedious processes by iProperty.com and PropertyGuru, and unverified information with a risk of fakes and delayed notifications by Facebook Marketplace, which results in a 96.8% rate of missing listings due to delays for Facebook Marketplace.

### **3.0 NEW PRODUCT DEVELOPMENT**

New Product Development (NPD) is the overall process of developing a new product, from idea generation through to market introduction, involving activities such as design testing, and commercialisation (Kotler P. & Keller, K. L., 2006). NPD refers to the structured process of transforming an innovative idea into a market-ready product or service. In the context of RentMatch, the NPD process focuses on developing a technology-based mobile application that addresses inefficiencies in the traditional property search and rental process. The development of this RentMatch involves identifying market needs, designing a user-oriented solution, integrating digital technology, and evaluating market acceptance before commercialization. This systematic approach ensures that the service is feasible, competitive, and capable of delivering value to its intended customers and users.

#### **3.1 DEFINITION**

RentMatch is defined as a mobile-based property matching application that applies a swipe-and-match concept, in order to simplify and modernise the process of renting and finding properties. The idea of RentMatch emerged from the increasing difficulty that has been faced by users when searching for suitable properties through conventional property platforms, which often requires extensive filtering, scrolling and manual comparison. Many users, particularly students, young professionals, and first-time renters, find the traditional property search process time-consuming, and inefficient nowadays.

RentMatch applies a swipe-based matching concept, inspired by popular dating applications, to the property market. This application allows users to swipe right to indicate their interest or swipe left to reject the property listing based on their preferences; budget, location, property type, design and amenities provided. Once a match occurs between the user and a property listing, direct communication with property owners or agents can be initiated through the platform. This innovative approach aims to improve user experience, reduce search time, and increase the decision-making efficiency.

#### **Consumer Trend Canvas (CTC)**

Consumer Trend Canvas is used to analyze current behavior, expectation, and innovation opportunities in order to ensure that RentMatch meets real market needs and remains competitive.

### ➤ **Basic Needs**

One of the basic needs of property seekers is to find a suitable home that matches their preferences, which are financial capability, lifestyle, and location within a limited time frame. In today's fast-paced environment, users prefer solutions that are simple, quick, and convenient to use. Traditional platforms that are currently in the market require users to browse through numerous listings, compare multiple tabs, and contact agents separately, which can be overwhelming and inefficient.

RentMatch addresses this basic need by offering a simplified and interactive property discovery process. By presenting the property listings in a swipe format, users can make quick decisions while focusing only on property that meet their expectations, preferences, reducing overload information and improving convenience.

### ➤ **Drivers of Change**

The main drive of change behind RentMatch is the rapid advancement of mobile technology and the growing preference for digital, user-centric platforms. Consumers today are increasingly accustomed to personalised and interactive applications that save time and effort. The popularity of swipe-based interfaces in dating, shopping, and job-matching applications has influenced users to expect similar convenience in other aspects of their lives.

Additionally, urbanisation and rising rental demand have increased competition in the property market, making speed and efficiency crucial for property seekers. These changes encourage the development of innovative digital solutions like RentMatch that leverage familiar interaction patterns to improve the property search experience.

### ➤ **Emerging Consumer Expectations**

Based on the previous survey that has been conducted, the consumer's expectations have to be fulfilled. Modern consumers that we are targeting are Generation Z, expecting that this property platform to be more intuitive, personalized, and responsive. This modernized user no longer wants to spend excessive time filtering irrelevant listings or repeatedly contacting agents without guaranteed response.

This RentMatch will meet their expectations by allowing them to customize their preferences and receive property listings that closely match their requirements. Moreover, it helps to reduce the frustration and enhance transparency in the property search process.

## ➤ Inspiration

The inspiration for RentMatch is derived from existing property listing platforms, particularly Mudah.my, which is one of the main competitors and widely used platforms for property rental and purchase in Malaysia. Even though Mudah.my provides extensive property listings, the platform requires users to scroll through numerous advertisements, apply multiple filters, and manually compare listings, which can be time consuming and less engaging for all users.

Furthermore, the inspiration is also influenced by the success of swipe-based interaction models used in modern mobile applications, especially dating applications, which have proven effective in simplifying user decision-making through intuitive and interactive design. By improvising and combining both concepts, RentMatch is introduced as a more user-friendly and efficient approach to property searching.

This innovation aims to reduce information overload and enhance user engagement by allowing users to quickly indicate their interest in property listing through swiping. As a result, RentMatch offers an improved property search experience that aligns with current digital consumption trends and user expectations.

## ➤ Innovation Potential

After doing the analysis, the innovation potential of RentMatch lies in its ability to apply current consumer trends and digital interaction models into a practical and market-ready property platform. The following elements explain how this innovation can be applied in terms of vision, business model, product experience, and marketing strategy.

**Vision** : To become a leading digital property-matching platform that transform the way people rent and purchase properties through a fast, personalized, and user-friendly experience.

**Business Model** : RentMatch operates as a digital platform connecting property seekers with property owners and agents. Revenue can be generated through premium listings, subscription plans for agents, and featured property advertisements. The application can be distributed through mobile app stores such as Google Play Store and Apple App Store.

**Campaign** : Digital marketing campaign such as “*Swipe Your Way To Your Next Home*” can be used to highlight the simplicity and innovation of RentMatch, targeting students and young professionals, Generation Z through social media platforms.

➤ **Who ?**

RentMatch is designed for Generation Z users, particularly for students, fresh graduates, and young professionals who are entering the rental or property market for the first time. This generation is highly familiar with mobile applications, swipe-based interfaces, and digital platforms, and they value convenience, speed, and intuitive user experience when making decisions.

From the supply side, property owners and real estate agents can also benefit from the platform, as RentMatch allows them to reach a more targeted, digitally active, and genuinely interested audience, thereby improving the efficiency of property matching and communication.

### **3.2 CLASSIFICATION OF NEW PRODUCT DEVELOPMENT**

RentMatch is considered a New-to-the-Firm Product because it represents a completely new service offering developed by the entrepreneurial team. Although property listing platforms already exist in the market, the swipe-based matching concept applied specifically to property rental and purchase is a new approach for the firm, involving new technology usage, service delivery methods, and customer interaction models.

Secondly, RentMatch can also be classified as a Modified Product with a New Market Application, as it adapts an existing concept commonly used in dating applications (such as Tinder) and applies it innovatively to the real estate industry. By repurposing this familiar interaction model into a property-search context, RentMatch introduces a novel way for users to engage with property listings, thereby creating added value and differentiation in a competitive market.

This classification highlights RentMatch as an incremental yet innovative product that leverages existing digital concepts while addressing unmet needs in the property rental and purchasing market.

### **3.3 NEW PRODUCT DEVELOPMENT PROCESS**

#### **3.3.1 Research and Development**

Will Kenton (2025) defines research and development (R&D) as the set of actions businesses conduct in order to innovate. It is frequently the initial phase of the development process that leads to product development, testing, and market research. In the context of this project, the R&D process establishes the framework for creating RentMatch, a smart rental matching platform intended to address weaknesses in the existing rental market and guarantee that the product fit is in line with customer requirements through systematic research and technical planning. The R&D process is done for the ideation stage through idea generation and idea screening.

##### **1) Idea Generation**

The idea generation stage was carried out as part of the research and development process through group brainstorming sessions, discussions, idea pitching presentations, and observation of current challenges within the property and real estate industry. Each group member contributed ideas based on real-life problems, market gaps, and the potential application of technology to improve efficiency, safety, and user experience. Several product and service ideas were proposed based on real problems faced in the property and real estate industry, particularly related to inspection, tenancy management, and customer safety. From the discussion, three (3) main ideas were generated as follows:

##### **Idea 1: SmartCheck – Property Defect Detector**

SmartCheck is a portable property inspection tool made to assist real estate agents, property managers, and valuers in finding hidden construction flaws such leaks, wetness, fractures, and uneven surfaces. The constraints of manual inspections which are frequently time-consuming and may overlook minor or concealed flaws led to the creation of the concept.

The product is a lightweight, rechargeable gadget that integrates several sensors, such as vibration, wetness, and surface detecting sensors. Without the need for complex applications, the inspection results are promptly shown on a tiny LED or digital display. This concept seeks to increase the accuracy, effectiveness, and professionalism of property condition inspections

## **Idea 2: CozyCheck – Digital Home Inspection Service**

The goal of the technology-based inspection service CozyCheck is to increase the effectiveness and precision of home inspection procedures. The concept came up as a result of seeing frequent problems including conflicting inspection reports, human error, and laborious manual paperwork.

Inspectors can take pictures, automatically tag them with the time, date, and GPS location, and create comprehensive digital inspection reports in PDF format thanks to the service's integration of on-site data entry with a mobile application. In addition to decreasing manual paperwork and enhancing data management, CozyCheck seeks to give standardized, expert, and trustworthy inspection reports.

## **Idea 3: RentMatch – Smart Rental Matching Platform**

Inspired by contemporary dating apps, RentMatch is a digital rental matching platform. The concept was created to solve persistent issues in the rental market, where property owners have trouble locating trustworthy tenants and tenants have trouble finding adequate rental units.

Tenants and property owners are connected by the platform through a matching mechanism based on criteria and preferences. Once matched, the program allows direct communication and negotiation between the two parties. In order to reduce fraud and enhance transaction security, RentMatch also incorporates user authentication, rating systems, and safe online deposit payment capabilities. For both tenants and owners, this concept prioritizes cost-effectiveness, safety, and time efficiency.

## **Idea 4: Lockify - Smart Parcel Locker System**

Lockify, a smart AI-powered package locker system intended for residential buildings, was another concept created during the ideation phase. Lockify tackles typical problems including security threats, lost deliveries, and parcel congestion at guardhouses.

The solution gives users safe access via alerts, QR codes, or OTP authentication and uses artificial intelligence to intelligently assign locker sizes depending on parcel measurements. This concept prioritizes property management, courier services, automation, security, and convenience for residents.

## **2) Idea Screening**

Idea screening is an important phase in the new product development process that ensures only the most feasible, market-relevant, and sustainable ideas are chosen for further development. RentMatch was chosen as a final product to be created after all concepts produced during the brainstorming and pitching stages were evaluated.

RentMatch was selected because it directly tackles actual and contemporary issues in the rental market, especially those related to inefficiencies, safety concerns, and a lack of trust between property owners and tenants. The user experience is significantly impacted by the delayed communication, manual filtering, and increased exposure to frauds found in many rental systems. By combining user authentication, an advanced matching mechanism, and integrated communication into a single platform, RentMatch provides a more organized and safe solution.

Furthermore, RentMatch has huge market potential because it serves a diverse range of stakeholders, including tenants, property owners, property managers, and real estate agents. The platform supports speedier tenant placement, shorter vacancy times, and safer rental transactions. RentMatch is more scalable, cost-effective, and in line with current digital transformation trends in real estate and property management. RentMatch was chosen as the best idea for further development.

## **3) Technology Description of RentMatch**

RentMatch is a technology-driven rental matching platform that aims to modernize and improve the renting process using smart digital technologies. RentMatch's main technology is built around a matching algorithm that connects tenants and property owners based on established criteria such as budget range, location, property type, rental length, and occupancy requirements.

The website has a user verification system, which requires users to authenticate their identities before entering into rental talks. This function reduces fraudulent activity and builds confidence between the two parties. RentMatch also offers an in-app chat and negotiation system, which allows matched users to connect securely without disclosing personal information at the outset.

RentMatch additionally provides secure online deposit and payment integration, allowing tenants to make deposits digitally while maintaining transparency and transaction records for both parties. A rating and feedback system has also been implemented to allow consumers to rate their rental experience, hence boosting accountability and service quality on the platform.

RentMatch uses the latest mobile and online application technologies to create a safer, faster, and more efficient renting experience. RentMatch contributes to the digital revolution of the property and real estate markets by integrating smart matching, safe verification, and digital payment systems, while also increasing user confidence and operational efficiency.

### **3.3.2 Product Design/Features & Technology Description**

Product design is a process of imagining, creating, and innovating the products or services that will solve the user's problems and needs in a given market. It also defined as the product dimensions together with the design of the product and its architecture (physical design) and artistic design (aesthetics), as well as the required parameters to satisfy the market needs. A successful product design should understand the customer needs and also attempt to solve real problems by using customer preferences. Product designers need to deal with other professionals to make sure the product is useful and functioning well. The cost and manufacturing process also need to be taken into consideration in order to produce the product.

In contemporary times, we are aware that even online rental platforms exist, but critical issues remain unresolved. For example, the tenants struggle to find suitable rental properties and often display too many listings without effective filtering or personalized recommendations. Then, most of the online platforms are inefficient, having a lack of safety and being prone to scams, where the platforms still operate through open listings without verification systems, making it easier for scammers to impersonate owners or tenants. The communication process also tends to be slow, and negotiation must be done through multiple channels. Mostly, the property owner frequently receives inquiries from unsuitable or unverified tenants that will lead to delays, risks of rental default, and inefficient communication. Therefore, this RentMatch will fulfill their needs as well as solve the problems that have occurred. RentMatch is designed to ensure the resolution of problems; it is a mobile-based property matching application that applies a swipe-and-match concept in order to simplify and modernize the process of renting and finding properties. Moreover, the features of RentMatch are applied for suitable properties

through conventional property platforms, which often require extensive filtering, scrolling, and manual comparison.

The development process breaks down the fundamental performance of the product into many elements. When developing a new product, being sure to take these elements into consideration is essential. The elements are as described below:

**1) Algorithm for optimizing user experience**

Make a matching algorithm that lets users like or skip listings. If there is a mutual like, they are matched and can then communicate. This method makes the site more interactive and organized, which helps even new users navigate the site. Additionally, the system also supports both active and reactive user engagement, providing a responsive, real-time experience that makes the users search more relevant and useful.

**2) Add safe in-app cash payments to apps.**

Secure in-app deposit payments integrate a secure payment system directly into RentMatch, leveraging local Malaysian fintech partners such as FPX (Financial Process Exchange), which allows for direct bank transfers from major banks such as Maybank, CIMB, and Public Bank without the need for credit cards or external apps. FPX acts as the payment gateway, securely processing real-time transactions via bank APIs. In order to prevent scams and disputes, this element can hold the deposit in a neutral third-party account until both the tenant and the owner confirm agreement terms.

**3) Improve users experience via visuals**

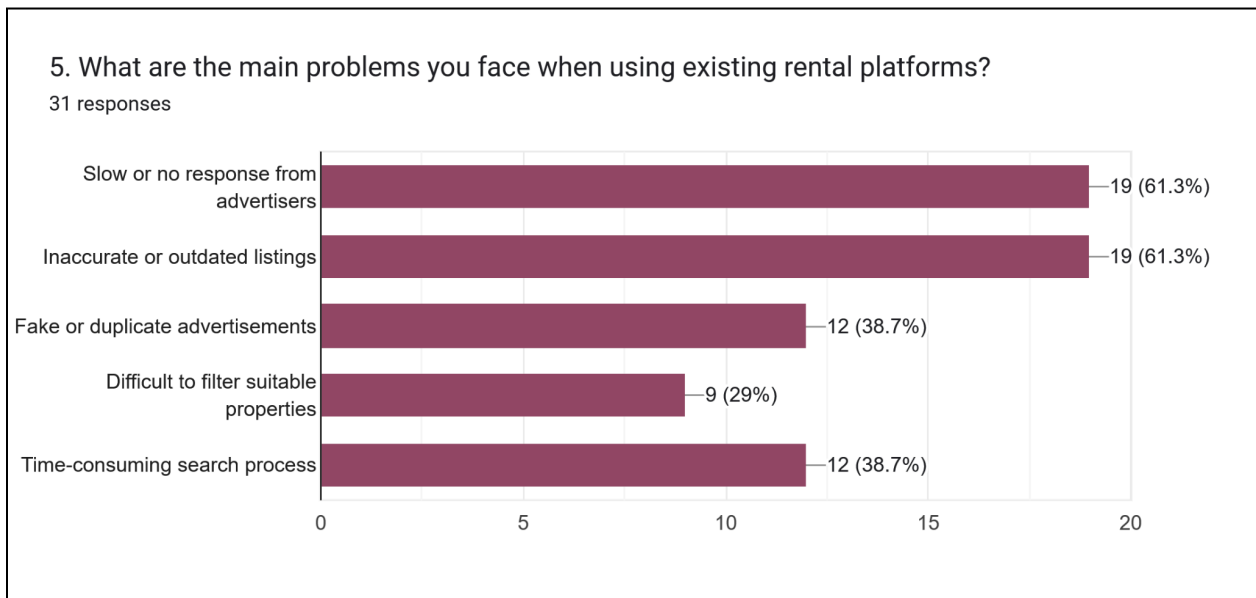
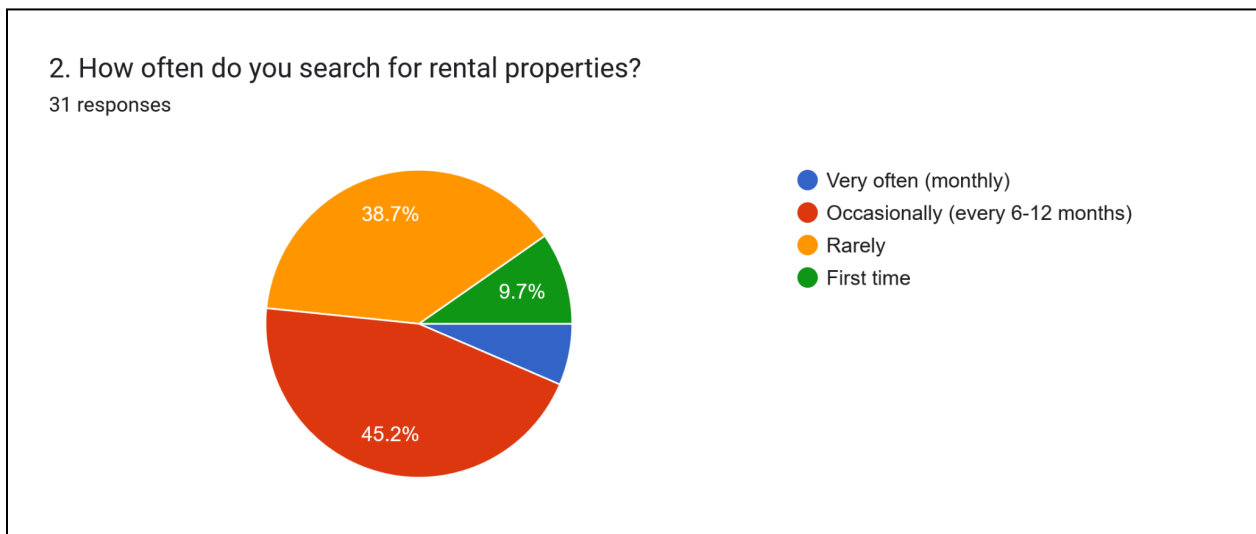
Most of the rental platforms are text-heavy listings that become immersive, interactive experiences with 360° tours and AR previews, making rental searching faster and more intuitive. Users can "walk through" homes in 360° panoramas or use AR to overlay furnishings in their area using their phone camera, halving the requirement for physical viewings. These suggestions address scam listings, inadequate communication, search issues, lack of rental focus, and poor user experience. This implementation of the elements in RentMatch would make this rental marketplace safer, more efficient, and more user-friendly for tenants and Malaysian property owners.

### 3.3.3 Concept Testing

Testing a concept consists of discovering how potential consumers react to what is called a product or service before it is launched into the marketplace. The concept can be communicated to consumers through three main modes of communication which is verbal description, sketch of the concept, or renderings.

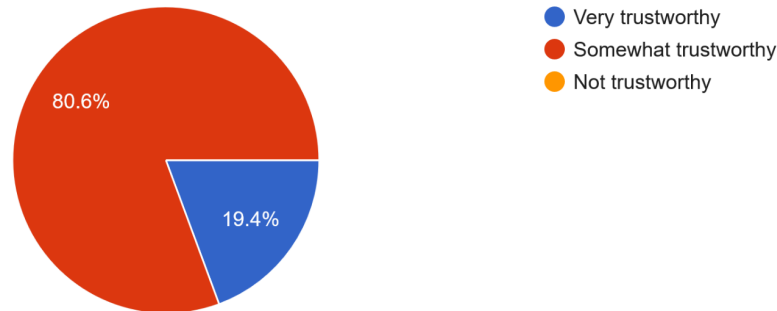
In this case, we only do verbal descriptions to deliver the concept of our product to our potential customer.

#### Data from Questionnaires:



8. How trustworthy do you think existing rental listings are?

31 responses



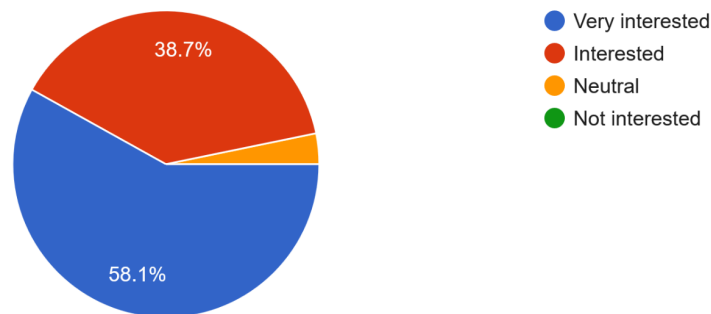
**Figure 3.3.3.1** Data collected from questionnaire

This all proves that there is a demand for RentMatch. Because we can see that students and people do search for rental properties. However, the rental property market currently is having some trouble as we can see above. Slow response, inaccurate data about the listings and more have become the main cause of the rental market platform being hard to trust as the data above shows. Somewhat trustworthy is the current state of current rental property platform such as Mudah.my and Facebook Market Place. So with this mobile app, this issues can be solve.

**Response about the viability of our app**

9. Would you be interested in using a rental app (RentMatch) that automatically matches you with suitable houses based on your preferences?

31 responses



**Figure 3.3.3.1** Response about the viability of RentMatch

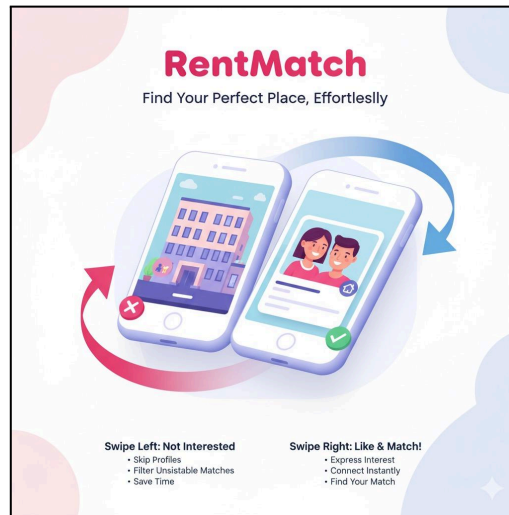
The analysis of the concept test shows a clear and genuine demand for the RentMatch application among prospective users, students, and individuals actively looking for rental properties. The data has shown that while users use existing platforms, they do run into issues like slow feedback, fake listings, and untrustworthiness which decrease their satisfaction with existing rental platforms. RentMatch specifically looks at solving these problems by using a Tinder like match making approach to simplify and personalize communication between tenants and property owners, making the whole rental experience much more transparent, responsive, and user friendly. Hence, the findings strongly support the viability of RentMatch as it is targeting an already existing demand in the rental market, also directly addressing a particular problem of the existing platform by fixing real, everyday problems.

### **3.3.4 Build Prototype**

A prototype is a necessary phase of converting the suggested solution into a real and testable format. This paper has created a low-fidelity digital prototype that illustrates the general functionality of a rental-matching platform. The prototype is mainly intended to illustrate the workflow of the system, user interface and its key features as opposed to being a fully operational product.

The prototype concentrates on the basic features required in rental, such as organized rental listings, user authorization cues, and automated match system. By using the prototype, users can learn how one can search and match and select a rental item, according to the preset parameters like item type, durability, where, and price. This will enable the stakeholders to develop a practical and usable solution by testing the viability of the proposed solution to the actual full-scale development.

Moreover, the prototype shows a vivid example of the user experience, which begins with the account registration and verification, navigation through the rental products and obtaining the matching results which leads to the reservation confirmation. The prototype allows these processes to be visualised and thus find out which areas of the system may need to be improved and which areas of the system may be having some usability problems. The prototype development will help justify the existence of the given solution and show how technology can be used to deal with the current inefficiencies in the rental transactions.

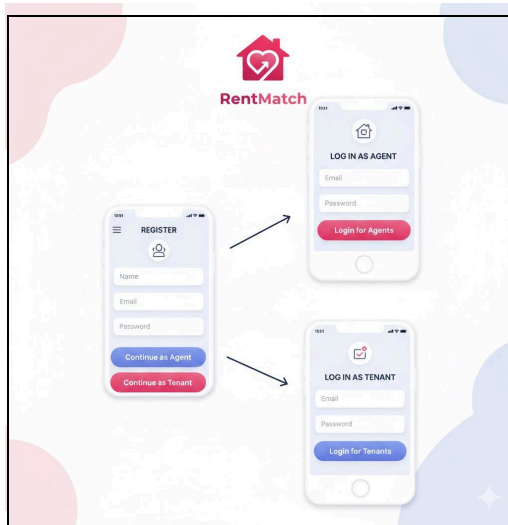


**Figure 3.3.4.1** *Matching Concept of RentMatch*

In this section, a conceptual system framework of the proposed rental-matching platform is presented. The framework shows how the system is generally structured and how the users and the platform interact. It details the sequence of processes in which user inputs are processed to deliver relevant rental results by the system.

Within this model, customers submit their preferences when it comes to renting e.g. item category, the location, the time interval, and the budget. The platform analyses these inputs based on an analogous mechanism that matches user requirements to rental listing. Under this process, this system produces a list of appropriate items to be rented out, which is most appropriate to the user. This framework shows the manner in which the proposed system will resolve the inefficiencies that exist in the current marketplace platforms through providing a more structured and focused rental process.

Conceptual framework will give the big picture idea of how the system works and is used to base on further development and to test the system.



**Figure 3.3.4.2** Registration of Apps of RentMatch

The section provides the description of the user registration process of the proposed rental platform that will distinguish two major user categories: agents and tenants. User role separation means that the platform has the ability to offer role-based functionality and is more organised around a rental ecosystem.

In the registration, the users must choose the role agent or tenant. Agents are personalities or companies that sell rental goods or properties, whereas tenants are consumers that want to rent goods or services. This user group registration enables the system to give the right access controls and capabilities to each user group.

Agents also need to give extra details during registration that will include business or item ownership verification to add credibility and trust to the platform. Instead, tenants have to enter the simplest personal data to create an account and ensure communication security inside the platform. When successfully registered, the two types of users are allowed access to their dashboards.

Such a systematic registration process helps to better manage users, provide greater security and make sure that the further work of the platform is conducted according to the roles and duties of every user group.

### 3.3.5 Test Marketing

The test marketing of the RentMatch App was conducted to evaluate its market relevance, user acceptance, and potential effectiveness in addressing current rental market challenges. Existing online rental platforms such as Mudah.my, iProperty and Facebook Marketplace are widely used in Malaysia; however, previous studies and industry reports highlight persistent issues including rental scams, outdated listings, inefficient search systems and slow communication between tenants and property owners (KPMG, 2022; Bank Negara Malaysia, 2023). As rental demand continues to increase, particularly among young adults and urban populations, there is a growing need for a tenancy-focused digital platform that prioritises safety, efficiency and accurate matching (PwC, 2022).

To assess market acceptance, a questionnaire survey was conducted involving **31 respondents**, consisting mainly of tenants, future tenants and property owners. The demographic results indicate that the majority of respondents are aged 18–24, reside in urban areas, and have lower to middle income levels. This group represents an active rental market segment that frequently relies on online platforms to search for rental properties. The survey findings confirm that although Mudah.my remains the most commonly used platform, users are only moderately satisfied with their current rental experience.

The questionnaire results revealed several key problems with existing rental platforms. More than half of the respondents reported experiencing slow or no responses from advertisers, inaccurate or outdated listings, and fake or duplicate advertisements. A significant number of respondents also indicated that they had missed suitable rental opportunities due to slow communication, demonstrating inefficiencies that directly affect both tenants and property owners. These findings strongly support the need for a platform that prioritises real-time communication, verified listings and accurate information.

In contrast, feedback on the RentMatch App concept was highly positive. Most respondents expressed strong interest in using RentMatch, particularly due to its automatic property matching system, AI-based recommendations, and verified listings. Key matching criteria identified by users include rental budget, location, property type and nearby facilities. Over 80% of respondents agreed that verified listings would significantly increase trust, while faster response time was the primary factor motivating users to switch from existing platforms. These findings support earlier studies which suggest that smart matching algorithms and

trust-enhancing mechanisms significantly improve user experience and platform adoption (McKinsey & Company, 2022).

Overall, the test marketing results indicate strong market acceptance and feasibility for the RentMatch App. The findings clearly demonstrate that RentMatch addresses critical gaps in the current rental market by offering a secure, efficient and user-centred rental solution. By reducing search time, improving trust through verification, and enhancing communication efficiency, RentMatch fulfils an unmet market need and shows strong potential to succeed as a modern rental platform in Malaysia.

#### 4.0 CONCLUSIONS

RentMatch is found to be an extremely viable and innovative-mobile application that is bound to give the Malaysian rental market a revolutionary turn by addressing the most important pain points of existing portals such as Mudah.my, iProperty, and Facebook Marketplace, on which users, specifically the Gen-Z students, new graduates, and young working professionals, are plagued by the lack of prompt responses (indicated by 61.3% of the survey respondents), outdated or misrepresentative advertisements, low level of trust (ranked only somewhat trustworthy by 80.6%), and tedious manual filtering that is liable to frustrate and cause one to miss their potential matches.

By strictly adhering to an NABC (Needs, Approach, Benefits, Competitors) framework and comprehensive New Product Development (NPD) process that is inclusive of idea generation and screening against other alternatives such as SmartCheck and Lockify, testing of the concept which indicated interest among 58.1%, development of the prototype that entailed registration of users alongside swipe-and-match functionality, and test marketing among 31 respondents aged between 18 and 24 from the intervening urban areas, the report develops considerable market need and feasibility to which 80.6% respondents will give the highest priority to "Accurate Advertising/Verified Listings," and "Fast Response/Communication," to avoid scams through escrow and rating systems.

The swipe-and-match function of the application which borrowed the idea of the "Tinder Concept," simplifies the selection according to one's own filters such as price range, geographical area, facilities available, and type of properties while other supplementary tools like "In-App Messaging System," "AI-powered Recommendations," "AR-based Previews," and "Role-based Tenants/Agents Dashboard" increase its efficiency by simultaneously reducing vacant periods, improving transparency and ensuring safer transactions within the ill-designed and inefficiently functioning growing urban rental market segmented by an unproportionate preponderance of unequal and unbalanced current rental facilities.

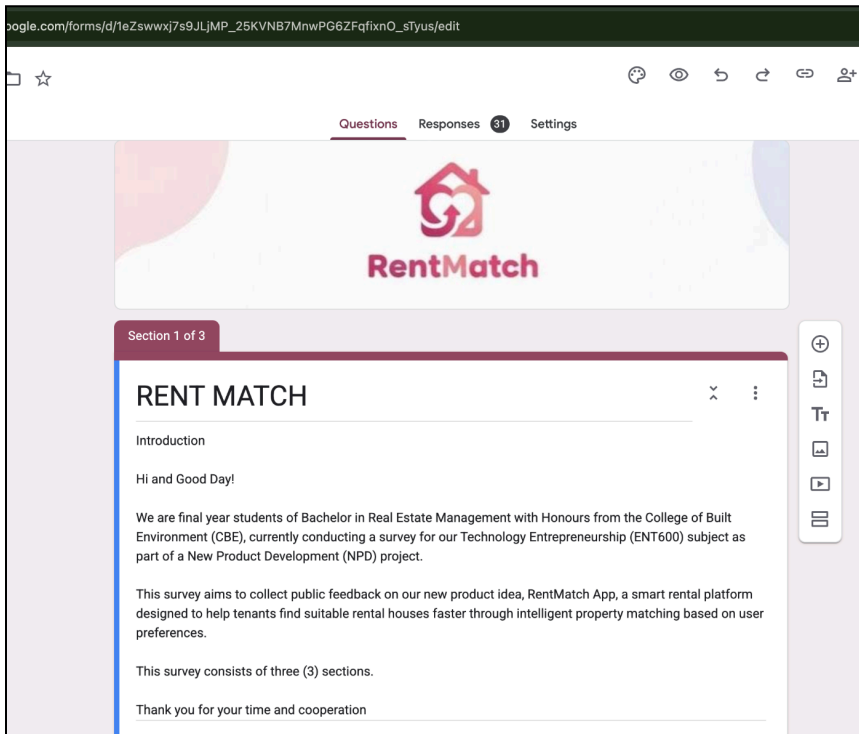
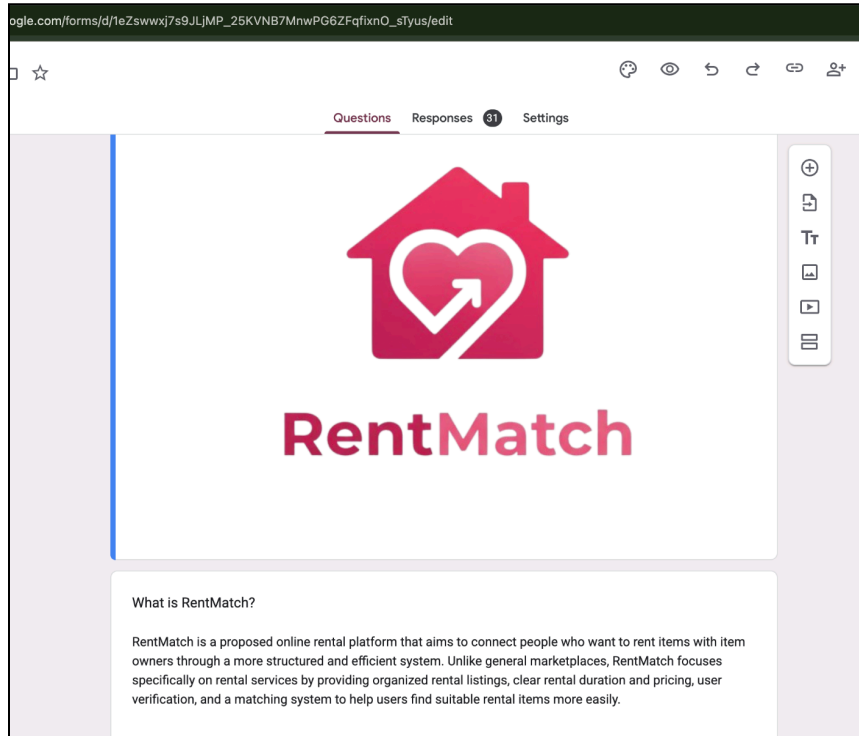
Finally, possessing the qualities of the much-required "new-to-the-firm" innovative creations specifically designed and oriented to newly discovered markets within the relative firms' profound cognizance and deep-seated awareness, this much-needed rental application holds unlimited prospects of massive scalability through its distribution and publication through the application store and other paid premium advertising options such as the "Swipe Your Way to Your Next Home" program.

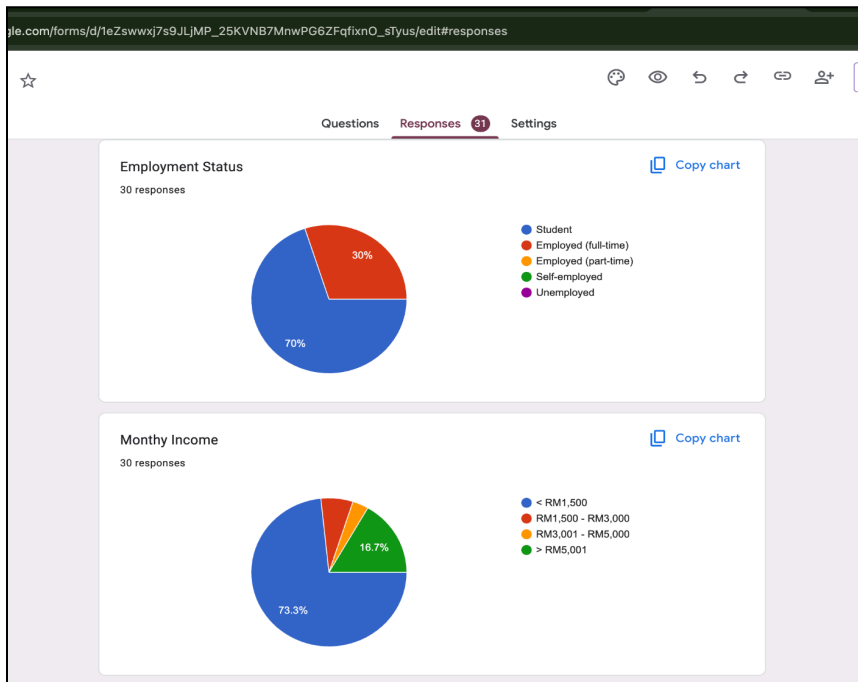
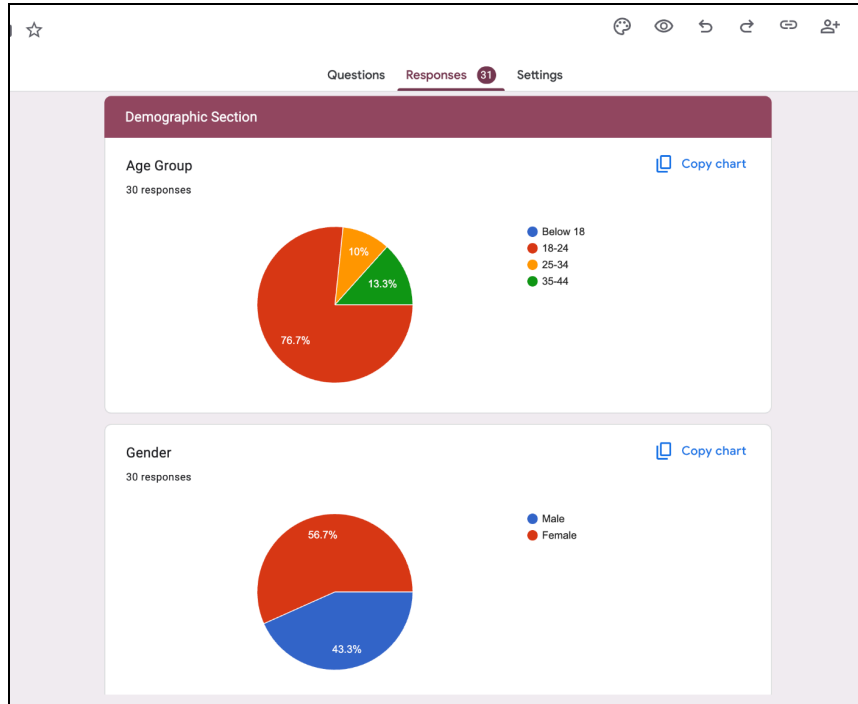
## 5.0 REFERENCES

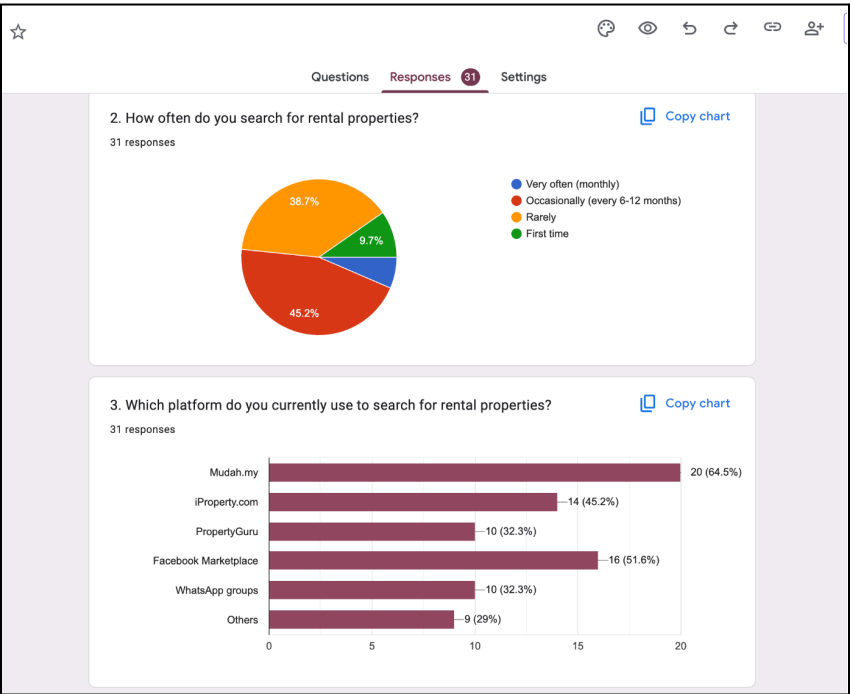
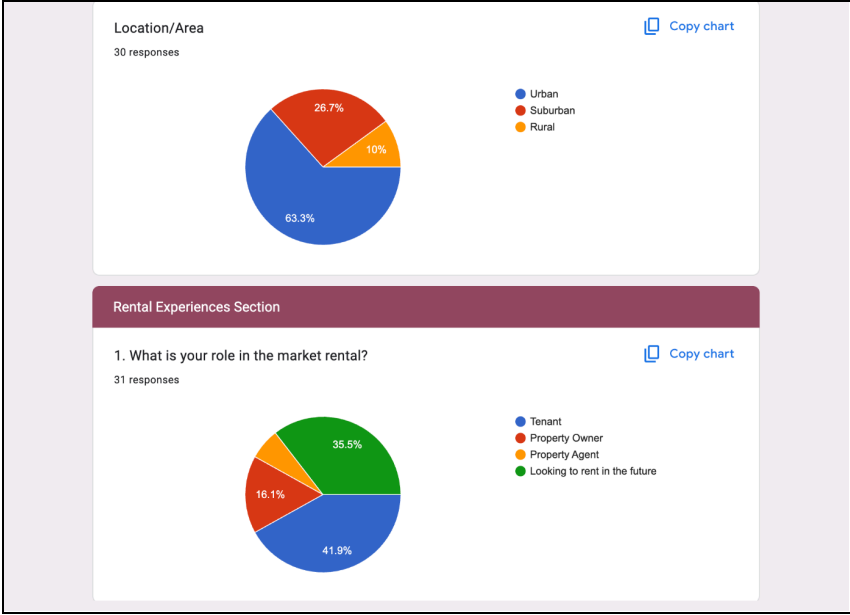
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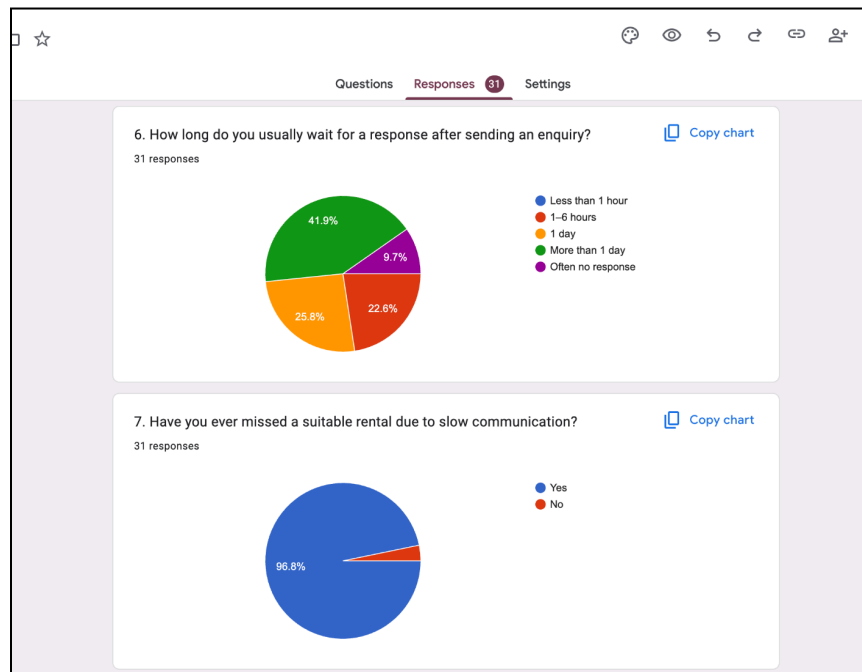
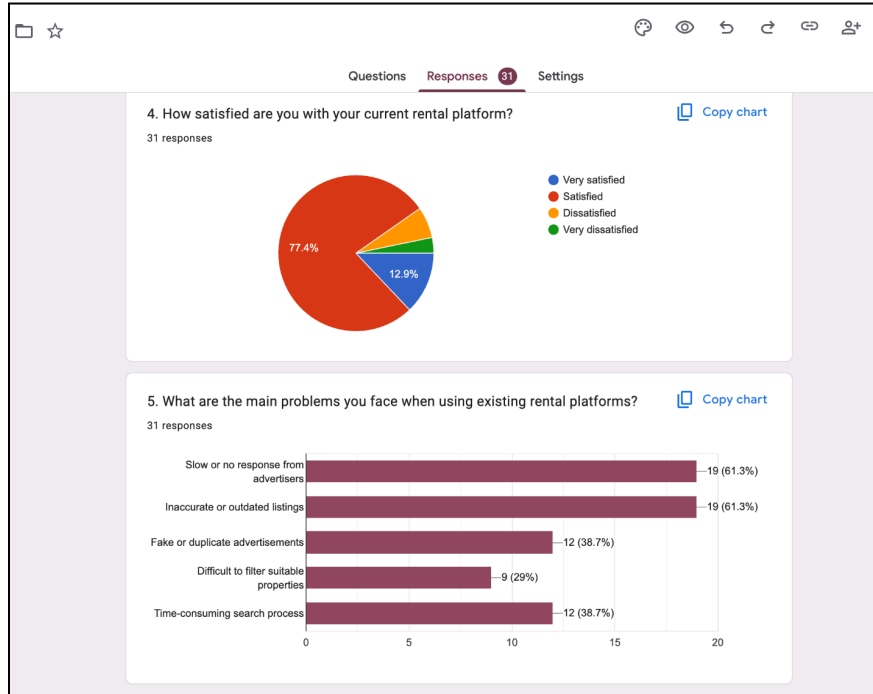
## 6.0 APPENDICES

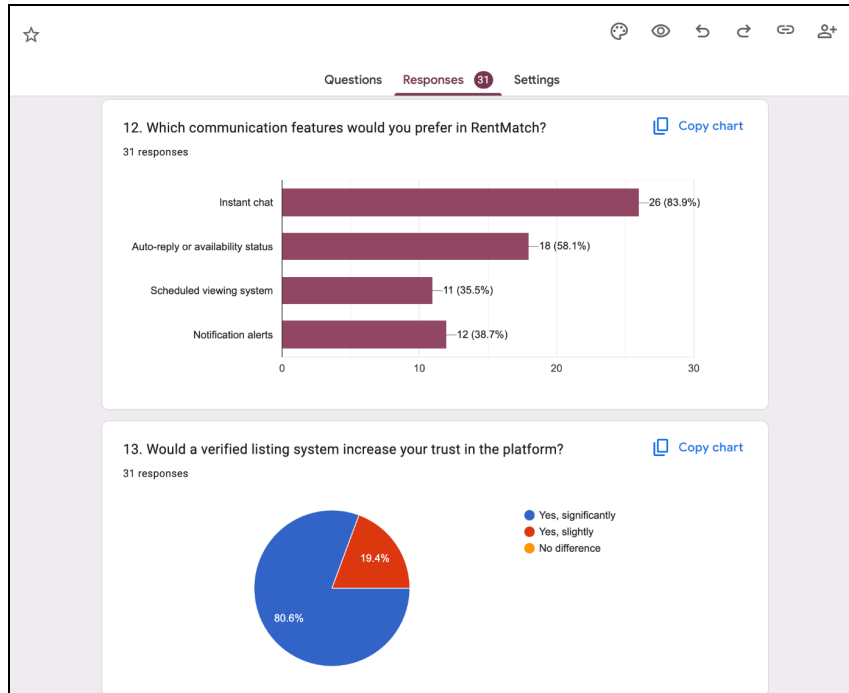
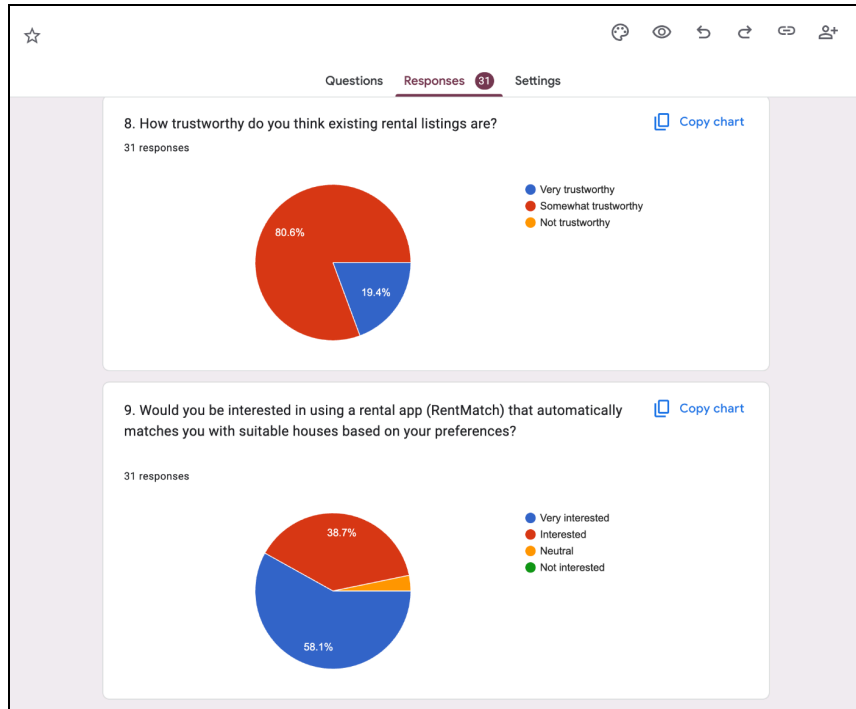
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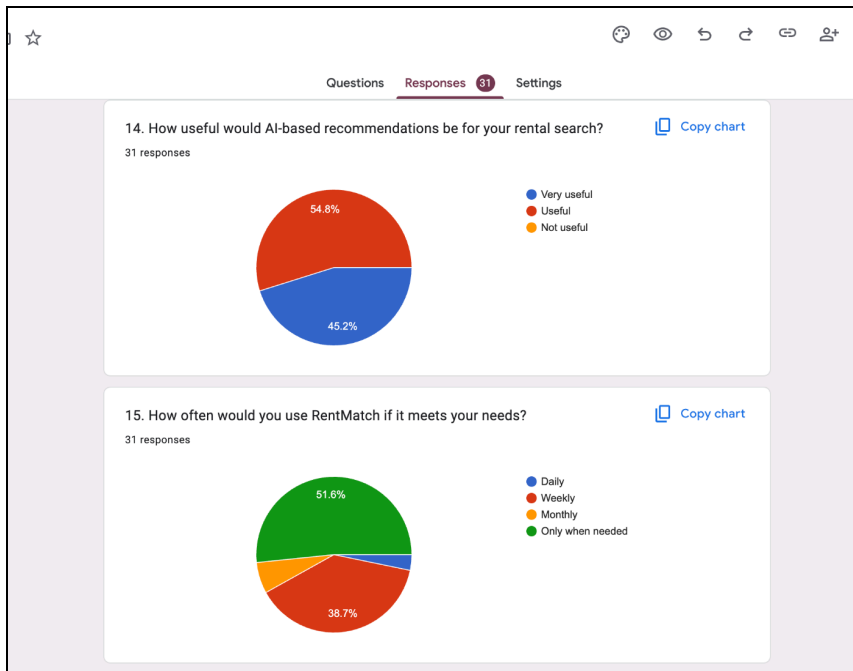
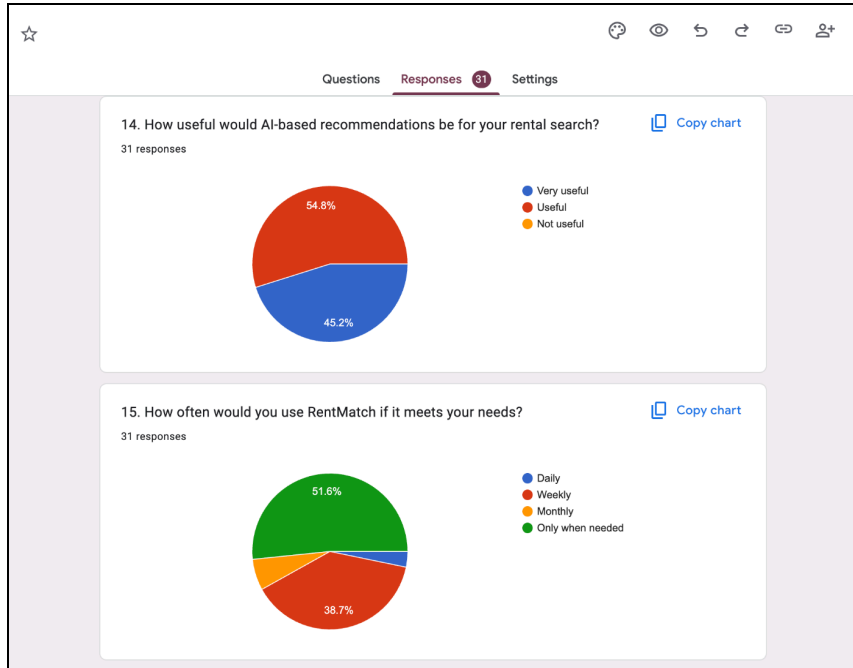


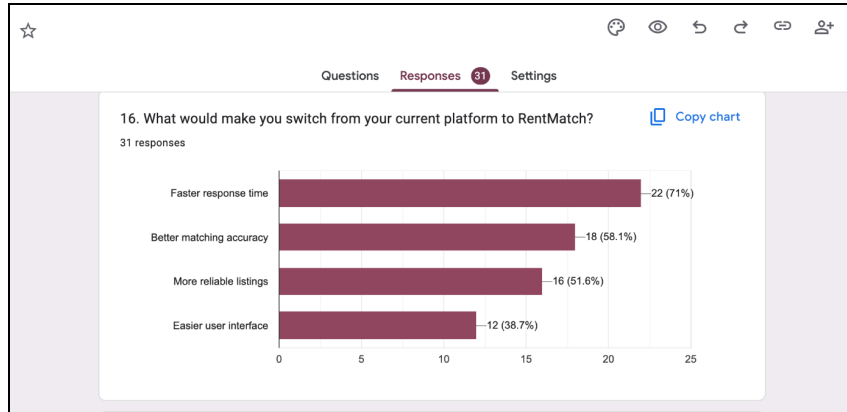












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Questions Responses **31** Settings

18. What is the ONE feature you most want RentMatch to have?

31 responses

Property guru

matching accuracy

batter matching accuracy

Quick response

Instant chat.

The one feature I most want RentMatch to have is real-time verified listings, where availability, price, and landlord/agent authenticity are confirmed and updated automatically to ensure users can trust every listing and avoid scams or wasted inquiries.

Fast service

Faster responses. Meet quality potential tenant.

relevant listing, easy to use

☆

Questions Responses **31** Settings

Property guru

**18. What is the ONE feature you most want RentMatch to have?**

31 responses

- Sign the lease, pay rent, and maintenance requests through one app.
- a super accurate matching score that only shows places I actually qualify for and can afford
- To have a fast reply
- price
- Easy to use for all categories group
- quick reply
- fast reply from owner , good listing
- No agent intention to scam
- personal data protection