**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 14 April 2025 |
| Team ID | SWTID1743354369 |
| Project Name | House Rent App Using MERN – House Hunt |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

**Purpose:**

* Solve complex problems in a way that fits the state of your customers.
* Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
* Sharpen your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
* **Understand the existing situation in order to improve it for your target group.**

**Template:**

Calendar

Description automatically generated

| **Section** | **Details (Based on HOUSE HUNT project)** |
| --- | --- |
| **1. Customer Segment(s) (CS)** | - Working professionals looking for rental homes - College students - Landlords wanting to list properties - Families shifting to new cities |
| **2. Jobs-To-Be-Done / Problems (J&P)** | - Difficulty in finding verified rental houses quickly - Lack of trust in listings - No easy way to communicate with landlords - Inadequate filters to search desired homes |
| **3. Triggers (TR)** | - Urgent job relocation - Semester beginning for students - Eviction or lease expiry - Seeing a friend use a house rental app |
| **4. Emotions: Before / After (EM)** | - **Before:** Stressed, unsure, fearful of scams, frustrated with house hunting - **After:** Confident, informed, secure, in control |
| **5. Available Solutions (AS)** | - Facebook housing groups, WhatsApp groups, OLX, 99acres, Housing.com - Brokers/agents (offline) - Pros: Wide reach - Cons: Unverified, not real-time, commission-based |
| **6. Customer Constraints (CC)** | - No time for physical house hunting - Limited tech skills (for some) - Poor internet in remote areas - Budget constraints - Device availability |
| **7. Behaviour (BE)** | - Searching listings on social media - Asking friends and family - Visiting areas physically - Posting in online groups |
| **8. Channels of Behaviour (CH)** | **8.1 Online** - Social media (Facebook groups) - Property portals - University/office forums  **8.2 Offline** - Agents - Word of mouth - Local newspapers |
| **9. Problem Root Cause (RC)** | - Unorganized rental ecosystem - Lack of centralized trusted rental platform - Information not verified or outdated - No bridge between landlords and tenants |
| **10. Your Solution (SL)** | - HOUSE HUNT: A MERN stack-based web app that enables verified property listings, secure registration, direct communication, filters, and real-time status updates |

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>