Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

Our main users are renters who are searching for houses and owners who want to list their properties. Admins help manage and approve activities on the platform.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

Many users have limited tech knowledge, mostly use mobile phones, and prefer platforms that are simple and free to use.

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

People currently use WhatsApp, agents, or big websites. These can be useful but are often unreliable, costly, or too complex for regular users.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

Renters struggle to find verified properties easily, and owners find it hard to manage or promote their listings without depending on agents or random groups.

9. PROBLEM ROOT / CAUSE `RC`

The main issue is a lack of trust and too much time wasted on unreliable sources. This creates stress and delays for everyone involved.

7. BEHAVIOR + ITS INTENSITY `BE`

Users often search online or ask friends for help. This behaviour becomes stronger when they are in a hurry to move or rent out space.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

People take action when they urgently need a place to stay or want to rent out a property quickly due to personal or financial reasons.

4. EMOTIONS BEFORE / AFTER `EM`

Before using the platform, users feel confused and stressed. After using it, they feel clear, confident, and satisfied with the smooth process.

10. YOUR SOLUTION `SL`

HouseHunt solves these problems with a clean platform where users can search, book, or list properties easily, and admins can approve and manage safely

8. CHANNELS of BEHAVIOR `CH`

ONLINE

Users mostly search for properties using their phones or computers through browsers,or social media. It's quick and easy for them to take action.

OFFLINE

Some users ask friends, contact local agents, or check posters in their area. These methods are slower but still trusted by people who prefer face-to-face options.

Extract online & offline CH of BE

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