

Problem-Solution fit canvas 2.0

Purpose / Vision To make renting space available easier

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids People who travel a lot and Single people like bachelors and independent people who struggle to find a house	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. House owner's restriction based on their culture and habits Family and marital status Religion	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Availing renting space based on the credit score available on their Profile and Choosing the Owner based on owners Credit Score	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Updation of credit score to the Tenant's profile based on previous behaviour Updation of credit score to the Owner's profile based on previous behaviour	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. Lack of humanity and belief in myth Safety threat possessed either by the tenant or by the owner	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) Customer Support will be provided and can be contacted to resolve any issues and also be contacted if they required and domestic and house-hold helps		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. By proving the tenants and owners about their wrong openion about finding rental space over online 4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before: Difficult to find rental space After: Availing renting space at ease	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. Tenants can search house based on the owner's credit score and choose their property at comfort Owner's can easily verify about the tenant's behaviour at their space	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Just Create a profile in our platform provided and maintain the initial credit score provided through the aggrement period 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Can share their experience with others if they are truely benifited and comfortable		