

## Project Design Phase

### Problem – Solution Fit Template

Date	20 june 2025
Team ID	LTVIP2025TMID45817
Project Name	HouseHunt
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:

<div> <div>1. CUSTOMER SEGMENT(S)</div> <div>Why is your customer?</div> <div>Homesowners seeking to</div> </div> <div>CS</div>	<div> <div>6. CONSUMER CONSTRAINTS</div> <div>Which constraints prevent your customers from takestep offeral them choice of polation?3 many lodg power, budget, cocach, network connection, available devices</div> </div> <div>CC</div>	<div> <div>5. AVAILABLE SOLUTIONS</div> <div>Which-solutions are available to the catomet they face this problem ci cract as be the jgb/trachitldity, cented-c cons do these solutions have</div> </div> <div>AS</div>
<div> <div>3. JOBS TO BE-DONE / PROBLEMS</div> <div>Help customers, list their properties for rental and connect with potential reviers</div> </div> <div>J&amp;P</div>	<div> <div>9. PROBLEM ROOT CAUSE</div> <div>Finding intificient and challenging procece-ies? Interccssieris, end challenging process of trndig iss.</div> </div> <div>RC</div>	<div> <div>8. DEHAVIOUR</div> <div>Customers create fatings dferisbe or problem advertiss through traditional methods. traditional methods.</div> <div>Customers create listings on various plaforms and advertising through traditional methods</div> </div> <div>BE</div>
<div> <div>7. TRIGGERS</div> <div>What triggers customers throiringers to teceprever</div> </div> <div>TR</div>	<div> <div>SL YOUR SOLUTION</div> <div>If you're working on ainevesting business, wrtr nour ateris tl evot for-tigde. It ventecreating a new-business od-loown, beult-the opent on prosable your business solution. teers banets elvers cvisighttly-anouht adution mtch with customer-intinations, solves a proberam matchos customer belta.</div> </div> <div>SL</div>	<div> <div>CH CHANNELS DE BEHAVIOUR</div> <div>CH ONLINE alternation con rental listing platforms</div> <div>CH2 OFFLINE Traditional advavertising methods</div> </div> <div>CH</div>
<div> <div>E. EMOTIONS BEFORE / AFTER</div> <div>EM:trusteated, confiders, confident in ortre: t sta.ng EM: Empowered, relieved &amp; relieved' after d'neleored, vet</div> </div> <div>EM</div>	<div> <div>SL YOUR SOLUTION</div> <div>Housertunt, A uear-tiendly pladfrm business. wrodec- homeco- vers, oqit the properties. to ord and connect vet ptesemonal ren- terit' aftertuae.</div> </div> <div>SL</div>	<div> <div>CH ONLINE</div> <div>trad-bational rental listings platforms.</div> <div>C1.OFFLINE traditional advavertising methods</div> </div> <div>CH</div>

HouseHunt Empathy Map

#### References:

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