1. CUSTOMER SEGMENT(S) **CS**	6. CONSTUMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**
Why is your customer? Homeswners svecking to	Which constraiate prevent your cutsotmers from takeetop offieral them chvice of polation's?, many lodg power, bodget, cocach. rictwork connection, avaliable devices	Which-solutions are available to the catometrthey face this problem ci craet as be the jgb? trachfitulditg centod'c cons do these solutions have

3. JOBS TO BE-DONE / PROBLEMS **J&P**	9. PROBLEM ROOT CAUSE **RC**	8. DEHAVIOUR **BE**
Help customers, ist their properties for rental and connect with potential reviers	Findingintificient and challenging procecewas? Interlossvients, end challenging process of trndig iss.	Customers create fatings dfferisbe or problem advertis through traditional methods. traditional methods. Customers create listings on various plarforms and advertising through traditional methods

7. TRIGGERS **TR**	SL YOUR SOLUTION **SL**	CH CHANNELS DE BEHAVIOUR **CH**
What triggets customers throiringers til tecempeveret	If you're working on ainevisting business, wrtr nour ators tl evat for-tiqde. It vesteocreating a new-business od-loown, beuft-the open on prosable your business solution. tenrs banefs aisvers ocsight⊕rly-anouht adution match with customer-intinations, solves a pröberam matchos custonner belta.	**CH ONLINE** alternation con rental listing platforms **CH2 OFFLINE** Traditional advavertising methods

E. EMOTIONS BEFORE / AFTER **EM**	SL YOUR SOLUTION	CH ONFLINE
EM:btusteated, confiders. confident ir ortrciî sta.ng EM: Empowered, relievest & relieved' afterɔunelored, veî	Housertunt, A uear-tiendly pladhm business. wrotdec: homeco-mers, oậr the properties.tɑ ord and connect vtis pfesemonal rem-terïl afterîuce.	**frad-bational rental listings platforms.** **C1.OFFLINE** fraditional advavertising methods

Left vertical labels:
- D olbs CS ef Jum'oCC
- Fonte oo,'splzes RB, àlñiu
- Uestlrysleeog atzmn/ ATUs

HouseHunt Empathy Map