

Project Design Phase

Problem – Solution Fit Template

Date	22 July 2025
Team ID	PNT2025TMID09745
Project Name	Visualizing Housing Market Trends
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:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Define CS, fit into CC</div> <div> <div style="display: flex; justify-content: space-between;"> <div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></div> <div style="background-color: #f8d7da; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CS</div> </div> <p>Real-estate market analysts and strategists like Ethan Hunt, who work at property development firms, investment groups, or large brokerages.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div>6. CUSTOMER CONSTRAINTS <small>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.</small></div> <div style="background-color: #f8d7da; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CC</div> </div> <p>Limited project budgets that require clear ROI justification. Tight deadlines dictated by business planning cycles.</p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div>5. AVAILABLE SOLUTIONS <small>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</small></div> <div style="background-color: #f8d7da; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">AS</div> </div> <p>Using Excel or basic built-in charting tools.</p> <ul style="list-style-type: none"> Pros: No direct cost, total control. Cons: Extremely time-consuming, visuals are static and uninspiring, poor at handling geographic data, high risk of errors.
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <div style="display: flex; justify-content: space-between;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">J&P</div> </div> <p>Translate raw, messy, and voluminous real-estate data (e.g., listings, sales, census data) into clear, interactive, and persuasive visualizations. Communicate market trends, opportunities, and risks to non-technical stakeholders (e.g., executives, investors) to drive strategic decisions.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div>9. PROBLEM ROOT CAUSE <small>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.</small></div> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">RC</div> </div> <p>Word-of-mouth conversations with colleagues and industry peers. Attending real-estate industry conferences, seminars, and local meetups. Internal company meetings where the need for better analytics is discussed.</p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div>7. BEHAVIOUR <small>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)</small></div> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">BE</div> </div> <p>Direct Actions</p> <p>Searching online for "real estate data visualization" or "Tableau developers for property analysis." Asking peers for recommendations. Attempting to clean the data themselves. Vetting vendor portfolios for relevant examples.</p>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Identify strong TR & EM</div> <div> <div style="display: flex; justify-content: space-between;"> <div>3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></div> <div style="background-color: #d4edda; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">TR</div> </div> <p>An upcoming quarterly business review, board meeting, or strategy session that requires a clear summary of market performance.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div>10. YOUR SOLUTION <small>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.</small></div> <div style="background-color: #d4edda; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">SL</div> </div> <p>A dedicated data visualization service for real-estate professionals. We are a 4-person team that acts as an extension of the analyst's team, combining deep real-estate knowledge with expert-level Tableau skills.</p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div>8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7: Professional networks (LinkedIn) for vetting experts and asking for referrals. Search engines (Google) for finding vendors. Vendor websites, blogs, and case studies. Video conferencing (Zoom/Teams) for discovery calls and demos. Secure cloud storage (OneDrive/Dropbox) for file sharing.</small></div> <div style="background-color: #d4edda; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CH</div> </div> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Word-of-mouth conversations with colleagues and industry peers. Attending real-estate industry conferences, seminars, and local meetups. Internal company meetings where the need for better analytics is discussed.</p>

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References:

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