

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	28 JUNE 2025
Team ID	LTVIP2025TMID50619
Project Name	Visualizing Housing Market Trends: An Analysis of Sales Prices and features using Tableau.
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.**

# Problem-Solution fit canvas 2.0



<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, no bank, no credit, available to devices</small>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <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 &amp; cons do these solutions have? i.e. print and paper is an alternative to digital printing</small>
<div>Define CS, fit into CC</div> <ul style="list-style-type: none"> <li>•Can't afford traditional homes</li> <li>•Don't understand the building process</li> <li>•Lack access to financing or down payment support</li> </ul> <p>Needs:</p> <ul style="list-style-type: none"> <li>•Affordable, simple homeownership path</li> <li>•Guidance on financing, location, and customization</li> <li>•Fast build options to avoid rising rents</li> </ul>	<p>these are the limitations, barriers, or conditions that prevent users from moving forward with traditional housing or modular alternatives.</p>	<p>Zillow, Redfin, local agents</p> <div>Explore AS, differentiate</div>
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides</small>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <small>What is the real reason that this problem exists? What is the lack story behind the need to do this job? i.e. customers have to do it because of the change in regulations</small>	<b>7. BEHAVIOUR</b> <span>BE</span> <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>Focus on J&amp;P, tap into BE, understand RC</div> <p>what customers are trying to accomplish in their lives — practically, emotionally, and socially — when choosing a housing solution.</p>	<p>Labor shortages, material inflation, and inefficient building processes</p>	<p>•Behavior: Users procrastinate or abandon housing plans due to complexity, fear of failure or decision fatigue.</p> <div>Focus on J&amp;P, tap into BE, understand RC</div>
<b>3. TRIGGERS</b> <span>TR</span> <small>What triggers customers to act? i.e. seeing their neighbors installing solar panels, reading about a more efficient solution in the news</small>	<b>10. YOUR SOLUTION</b> <span>SL</span> <small>What kind of solution will Customer benefit the best? Adapt your solution to fit Customer behavior, use Triggers, Channels &amp; Incentives for marketing and commercialization</small>	<b>8.1 ONLINE CHANNELS</b> <span>CH</span> <small>What kind of actions do customers take online? List out online channels from low to high behavior</small>
<div>Define CS, fit into CL</div> <p>Trigger: Lease ends, rent increases, or risk of displacement</p> <p>4. EMOTIONS: BEFORE / AFTER <span>EM</span>  <small>How do customers feel when they face a problem or a job and after solving it? i.e. feel stressed or overwhelmed, be worried, wait in line for commercialization strategy &amp; design</small></p> <p>High down payments, rising interest rates, unclear total costs</p>	<p>High construction and land cost</p> <ul style="list-style-type: none"> <li>•Complex or restrictive zoning laws</li> <li>•Lack of access to financing</li> <li>•Slow, outdated, and fragmented building processes</li> <li>•Unsustainable housing options that are too expensive</li> </ul> <p><small>If you are working on an existing business, use the above your current solution first, fit to the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fit to the canvas and compare with a solution that fits within customer behavior, solves a problem and modifies customer behavior.</small></p>	<p>online</p> <p>8.2 OFFLINE CHANNELS <span>CH</span>  <small>What kind of actions do customers take offline? List out offline channels from low to high behavior and use them for customer development</small></p> <p>offline</p> <div>Explore AS, differentiate</div>