

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID55588
Project Name	HouseHunt : Smart Search for Smarter Living
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

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer?</small>	6. CUSTOMER CC <small>What constraints prevent your customers from taking action or limit their choices of solutions?</small>	5. AVAILABLE SOLUTIONS AS <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?</small>	Explore AS.
	<ul style="list-style-type: none"> College students, job seekers, working professionals, and young families searching for rental properties in urban or semi-urban areas. 	<ul style="list-style-type: none"> Budget limits, lack of online payment options. Poor internet connectivity in some areas. Not all users are tech-savvy. Limited time for property visits. 	<ul style="list-style-type: none"> WhatsApp groups, Facebook Marketplace, local brokers, OLX housing. Cons: Scams, unverified listings, manual follow-ups, outdated posts. 	
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE RC <small>What is the real reason that this problem exists? What is the back story behind the need to do this job?</small>	7. BEHAVIOUR BE <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>	Focus on J&P, tap into BE, understand
	<ul style="list-style-type: none"> Find rental properties that match location, budget, and preferences. Communicate easily with landlords. Avoid scams and ensure safe, verified listings. Maintain records of saved and visited properties. 	<ul style="list-style-type: none"> Lack of centralized, verified, real-time housing data. Manual communication with landlords. No single app that integrates map view, chat, <u>wishlist</u>, and landlord dashboards. 	<ul style="list-style-type: none"> Browse aggregator platforms or visit broker offices. Make several calls to landlords. Manually track inquiries and site visits. Travel long distances to check properties in person. 	
Identify strong TR & EM	3. TRIGGERS TR <small>What triggers customers to act?</small>	10. YOUR SOLUTION SL <u>HouseHunt Web App</u>	8. CHANNELS of BEHAVIOUR CH <small>8.1 ONLINE</small> <small>What kind of actions do customers take online? Extract online channels from #7</small> Google search, YouTube house tour videos, Facebook groups, property listing websites (like 99acres, No Broker). <small>8.2 OFFLINE</small> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> Visiting brokers, asking local friends or landlords, checking newspaper ads, exploring areas physically.	
	<ul style="list-style-type: none"> Need to relocate for college or a job. Word-of-mouth from friends struggling with housing. 			
	4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards?</small>			
	<ul style="list-style-type: none"> Before: Confused, stressed, insecure, overwhelmed. After: Confident, relieved, in control, excited to move. 	<ul style="list-style-type: none"> Search rental properties with filters (location, price, type). View listings with images, maps, and contact landlord/chat. Login with JWT and role-based access for tenants and landlords. Wishlist, property management dashboard, responsive design. 		