

Problem-Solution Fit canvas

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">• Renters searching for suitable and verified rental homes, especially those moving across cities.• Landlords/property owners who want to find reliable tenants quickly and manage their listings efficiently.</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div><ul style="list-style-type: none">• Limited budget and time for property search.• Dependence on outdated platforms or unreliable agents.• Insufficient digital literacy among some landlords/renters.• Difficulty in verifying listings or identifying scams.</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES & MINUSES</div><div>AS</div><ul style="list-style-type: none">• Existing online rental platforms (e.g., multiple listing sites, rental apps).• Social media groups, classified ads.• Local brokers/intermediaries.• Limitations: fragmentation, lack of verification, limited filters, and typically no platform serving both renters and landlords seamlessly.</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div><ul style="list-style-type: none">• Rental listings are scattered across multiple platforms.• Listings are often outdated or inaccurate, increasing time spent by renters.• Limited available filters make it hard to narrow options.• Poor user experience: frustration, confusion, wasted time.• Risk of fraud or fake rental listings.</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div><p>No single platform offers verified, up-to-date listings that prioritize both renter and landlord needs.</p><p>Fragmented approach results in inefficiency, wasted time, and lack of trust.</p></div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div><ul style="list-style-type: none">• Renters: Browsing several platforms, calling agents, messaging owners, scheduling multiple visits.• Landlords: Posting on several sites, manually screening potential tenants, and repeatedly following up for updates.</div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div><ul style="list-style-type: none">• Relocation to a new city or neighborhood.• Dissatisfaction with current rental search methods.• Need for secure, trustworthy, and fast rental transactions.</div>	<div>10. YOUR SOLUTION<div>SL</div><p>A unified, trustworthy platform dedicated to rentals. Verified and up-to-date listings to reduce fraud. Powerful, advanced search filters for personalized results. Direct connections between renters and landlords—no intermediaries. Dashboards for renters (track applications, favorites) and landlords (manage listings, monitor rental activity). Streamlined listing, searching, and communication experiences for all users.</p></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div>ONLINE</div><p>Searching on property listing websites and apps.</p><p>Participating in social media housing groups.</p><p>Messaging through rental platforms or via email.</p><div>OFFLINE</div><p>Visiting properties in person.</p><p>Relying on word-of-mouth or local recommendations.</p><p>Consulting with local real estate agents or agencies.</p></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div><ul style="list-style-type: none">• Before: Frustration, stress, skepticism, anxiety about scams and wasted efforts.• After: Relief, trust, confidence, satisfaction with a streamlined rental search and secure connections.</div>			