

Project Design Phase
Problem – Solution Fit Template

Date	24 February 2026
Team ID	LTVIP2026TMIDS42582
Project Name	Home-Rentals
Maximum Marks	2 Marks

Problem–Solution Fit Template

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.
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1. Customer Segment(s):

- Urban professionals, families, and students seeking short-term or long-term rental properties.
- Property owners/hosts looking to list and manage their rentals.

2. Jobs-to-be-done / Problems:

- Customers need a reliable way to find, compare, and book rental properties.
- Hosts need an easy platform to list properties, manage bookings, and communicate with guests.
- Both parties want secure payment and transparent processes.

3. Triggers:

- Moving to a new city for work or study.
- Need for temporary accommodation during travel.
- Dissatisfaction with current rental search platforms.

4. Emotions: Before / After:

- Before: Frustration, uncertainty, lack of trust, time-consuming search.
- After: Relief, confidence, satisfaction, trust in the platform.

5. Available Solutions:

- Traditional real estate agents.
- Classifieds websites.
- Competing rental platforms (Airbnb, Booking.com).

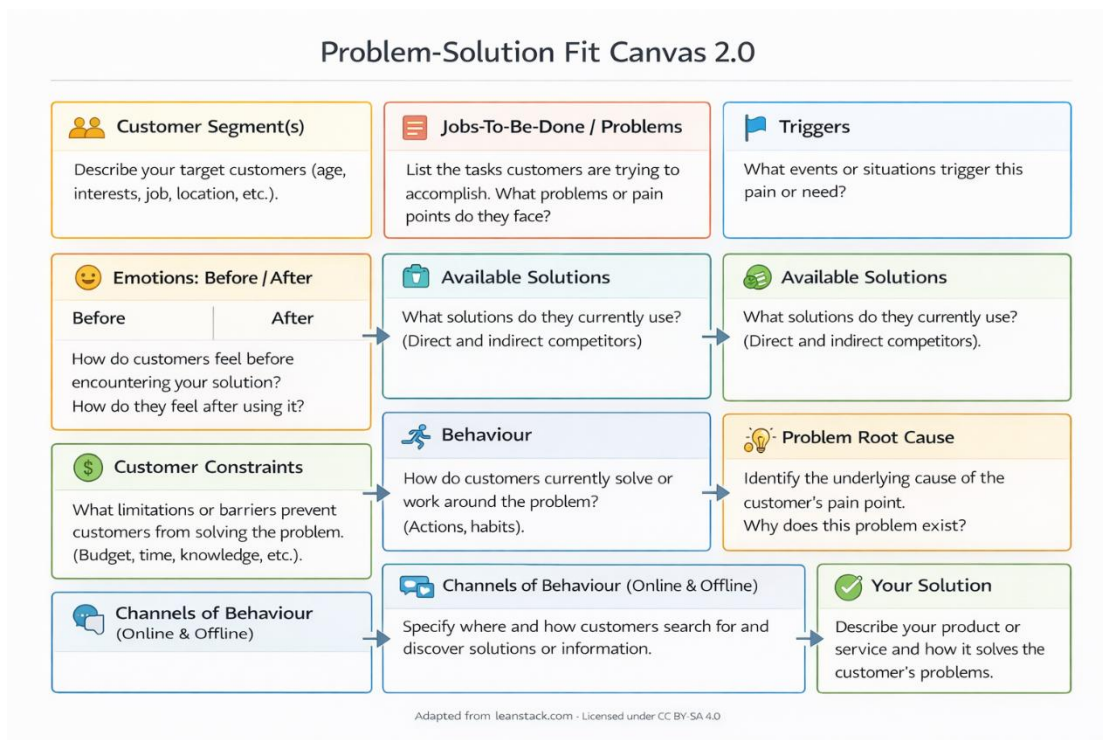
6. Customer Constraints:

- Limited budget.
- Need for verified listings and secure payments.
- Desire for quick booking and responsive support.

7. Behaviour:

- Customers browse listings online, compare options, read reviews, and contact hosts.
- Hosts monitor inquiries, update availability, and respond to messages
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Template:



References:

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