

Project Design Phase
Problem – Solution Fit Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS24292
Project Name	LearnHub : Your Center For Skill Enhancement
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem–Solution Fit refers to the alignment between a real problem faced by users and the solution provided to effectively address that problem. For the LearnHub platform, this means identifying the challenges learners face in acquiring industry-relevant skills and ensuring that the platform’s features directly solve those challenges. Achieving a strong problem–solution fit helps in validating that LearnHub meets genuine user needs and delivers meaningful value.

Purpose

❑ Address real learner challenges:

LearnHub focuses on solving key problems such as lack of structured learning paths, limited practical exposure, and difficulty in tracking progress.

❑ Improve solution adoption:

By offering flexible, affordable, and skill-oriented courses aligned with learner behavior, the platform encourages faster adoption and continuous usage.

❑ Enhance communication and engagement:

Clear learning goals, progress dashboards, and certifications help communicate value effectively and motivate users to stay engaged.

❑ Increase learner touch-points:

Features like assessments, progress tracking, and project-based learning create frequent interactions, building trust by solving recurring learning difficulties.

❑ Understand and improve the current learning experience:

By analyzing learner behavior and feedback, LearnHub continuously improves the learning journey to better serve its target audience.

Conclusion

The LearnHub platform demonstrates a strong problem–solution fit by directly addressing the real challenges faced by learners and providing practical, user-centric solutions that enhance skill development and career readiness.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC 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.	5. AVAILABLE SOLUTIONS AS 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	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	9. PROBLEM ROOT CAUSE RC 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.	7. BEHAVIOUR BE 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)	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL 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.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure → confident, in control - use it in your communication strategy & design.		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	

References:

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