

Project Design Phase

Problem – Solution Fit Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS24412
Project Name	Smart Sorting: Transfer learning for identifying rotten fruits and vegetables
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:

Sorting of Fresh Fruits Using Transfer Learning		
Customer Segment <ul style="list-style-type: none"> • Farmers • Food suppliers • Supermarkets • Cold storage units 	Customer Constraints <ul style="list-style-type: none"> • Manual labor is costly and inconsistent • Lack of access to AI expertise • Low-tech infrastructure in rural areas 	Available Solutions <ul style="list-style-type: none"> • Manual visual inspection • Basic color sensors • Industrial sorting machines (very expensive)
Problems <ul style="list-style-type: none"> • Rotten or low-quality produce getting shipped • Food wastage • Inaccurate grading 	Problem Root Cause <ul style="list-style-type: none"> • Human error in sorting • No real-time detection system • Lack of scalable automation 	Behavior <ul style="list-style-type: none"> • Daily manual checking • Workers sort based on appearance • Inconsistent handling across shifts
Triggers <ul style="list-style-type: none"> • Customer complaints about fruit quality • Financial loss due to spoilage • Pressure to meet food 	Your Solution <ul style="list-style-type: none"> • AI-powered image classification using transfer learning (e.g. ResNet, MobileNet) • Low-cost camera + 	Channels of Behavior <ul style="list-style-type: none"> • Integrate into existing conveyor belts or packing stations • Dashboard or mobile app for visual

References:

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