

## Project Design Phase

### Problem – Solution Fit Template

Date	17 July 2025
Team ID	PNT2025TMID09404
Project Name	iRevolution
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**

Purpose / Vision

Version:

<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">1. CUSTOMER SEGMENT(S) <span style="float: right; background-color: #dc3545; color: white; padding: 0 5px;">CS</span></div> <div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">2. PROBLEMS / PAINS + ITS FREQUENCY <span style="float: right; background-color: #ffc107; color: white; padding: 0 5px;">PR</span></div> <div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">3. TRIGGERS TO ACT <span style="float: right; background-color: #20c997; color: white; padding: 0 5px;">TR</span></div> <div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">4. EMOTIONS BEFORE / AFTER <span style="float: right; background-color: #20c997; color: white; padding: 0 5px;">EM</span></div>	<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES <span style="float: right; background-color: #dc3545; color: white; padding: 0 5px;">CL</span></div> <div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">9. PROBLEM ROOT / CAUSE <span style="float: right; background-color: #ffc107; color: white; padding: 0 5px;">RC</span></div> <div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">10. YOUR SOLUTION <span style="float: right; background-color: #20c997; color: white; padding: 0 5px;">SL</span></div>	<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">5. AVAILABLE SOLUTIONS PROS &amp; CONS <span style="float: right; background-color: #dc3545; color: white; padding: 0 5px;">AS</span></div> <div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">7. BEHAVIOR + ITS INTENSITY <span style="float: right; background-color: #ffc107; color: white; padding: 0 5px;">BE</span></div> <div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">8. CHANNELS of BEHAVIOR <span style="float: right; background-color: #20c997; color: white; padding: 0 5px;">CH</span></div>
<p>Health-Conscious,urban residents and people preferring organic food</p> <p>The fruits and vegetables in market have chemicals in it</p> <p>Increased risk of diseases</p> <p>Can harm their families</p>	<p>Customers may not fully trust the quality and fresh ,organic food can be more expensive</p> <p>Harmful chemicals are being used to produce more quantity of fruits and vegetables within a short period of time whereas organic produce take a lot of time to yield</p> <p>try to sell it at a convenient cost so that anyone can afford it</p>	<p>not using harmful chemicals even if the profit margin is less</p> <p>Competing with myself rather than others .By making my own business grow .</p> <p>taking online orders so that anyone can order anytime and anywhere</p> <p>accepting offline orders as well</p>

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**IdeaHackers**.NLL

#### References:

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