

Project Design Phase

Problem – Solution Fit Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS67078
Project Name	Calculating Family Expenses using ServiceNow
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:

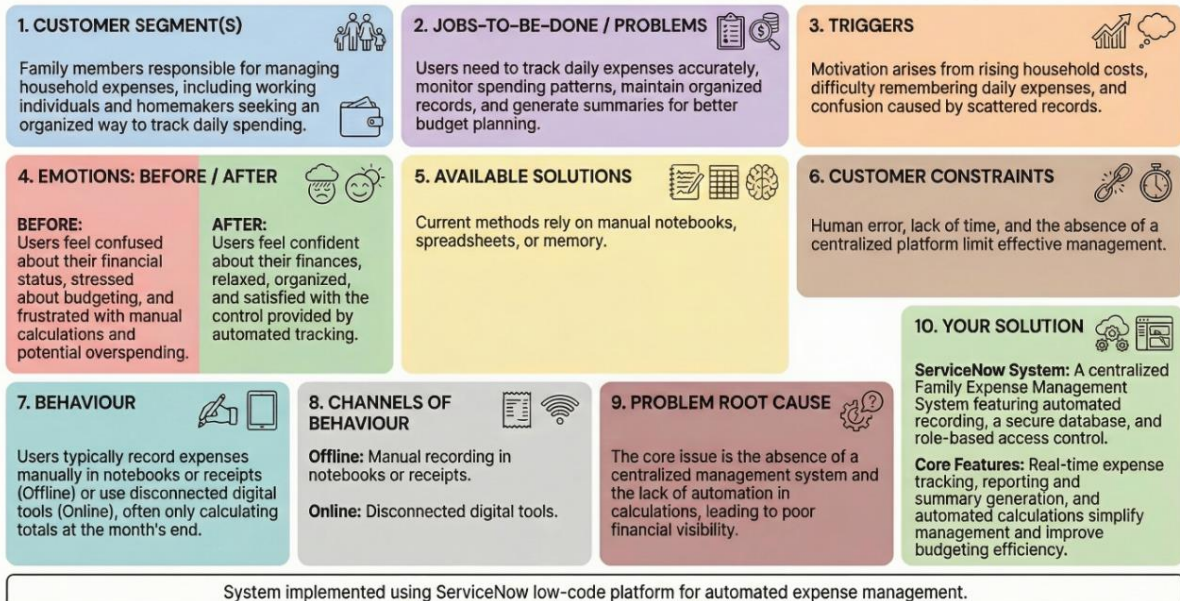
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.</small>	5. AVAILABLE SOLUTIONS <small>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</small>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>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.</small>	7. BEHAVIOUR <small>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)</small>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>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.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>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.</small>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>

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

Problem–Solution Fit Canvas — Calculating Family Expenses using ServiceNow



Customer Segment

Family members responsible for managing household expenses, including working individuals and homemakers who need a simple way to track daily spending.

Problem

Many families face difficulties in tracking and managing their daily expenses due to:

- Manual recording of expenses in notebooks or scattered sources
- Lack of centralized system to store and monitor financial data
- Difficulty calculating total expenses and spending patterns
- No automated reporting or real-time visibility of expenses
- Time-consuming and error-prone calculations

These challenges lead to poor financial planning and lack of control over household budgets.

Existing Alternatives

Currently, users manage expenses using:

- Manual notebooks or spreadsheets
- Basic calculator applications
- Memory-based tracking
- Multiple disconnected tools

These methods are inefficient, inaccurate, and lack automation.

Solution

The proposed solution is a **Family Expense Calculation System** developed using ServiceNow, which provides:

- Centralized expense recording system
- Automated calculation of total expenses

- Daily expense tracking with categorization
- Real-time data updates using business rules
- Expense summaries and reporting capabilities
- Secure and role-based access control

The system simplifies expense management and improves financial visibility for families.

Value Proposition

The solution delivers the following benefits:

- Saves time by automating calculations
- Reduces human errors in expense tracking
- Provides clear financial insights and reports
- Improves budget planning and decision-making
- Enables centralized and secure data storage
- Enhances user experience through an easy interface

Customer Benefits

- Better control over household finances
- Improved financial awareness
- Reduced stress related to money management
- Faster access to expense information
- More accurate budgeting and planning