

## Project Design Phase

### Problem – Solution Fit Template

Date	17 June 2025
Team ID	LTVIP2025TMID32040
Project Name	Smart SDLC – AI Enhanced Software Development Lifecycle
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:

Defin 6 lupo og Borjeen	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> Working parents of 0-6 y. kids	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> Keep their children engaged in educational attities at home	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> Free solutions (o. interior, interme, of at eridudonal alternatives
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> How customers currently apply for customers root get customer's face – Time availability of social thome – Pandemic lockdowns, notice, at easily use toous	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> Lack of solutions that are independent, interactive, and tailored	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> How doese customers currently do problem? supervising children using educational aka/testing Video calls with teachers! Working parents spend for constant supervision (ot greneetob)
IdemidorenSTR A emgaale	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> What gets customers to act pandemic lockdowns, notice that younger children easily flee – Offore: stervhelmed, chetched thinh – Offer: responsible, reassured	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> An educational app for young children With interactive learning activities that a interactive learning activities that adapt to the individual child's	<b>9. CHANNELS OF BEHAVIOUR</b> <span style="float: right;">CH</span> <b>9.1. ONLINE</b> Visit educational websites, call teachers via online tools <b>9.2. OFFLINE</b> Watch as educational TV shows
	<b>4. EMOTIONS: BEFORE /AFTER</b> <span style="float: right;">EM</span> How customers feel when they face to app/job afterward – Feel too enghelmed, stretched thin – Responsible, reassured, and productive	<b>9. TOUNKAING METSKOR</b> How customers fake actions (take problem: job/ afterward – Experchemend screeched a bord – Responsible, reassured productive	<b>8.1. ONLINE</b> Visit educational websites, calling teachers via online tobis <b>8.2. OFFLINE</b> Watch as educational TV program