Date	02 February 2026
Team ID	LTVIP2026TMIDS66676
Project Name	Online Payments Fraud Detection using Machine Learning
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:

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

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

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.

Identify strong TR & EM

Extract online & offline CH of BE

References:

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