

Project Design Phase


Problem – Solution Fit Template

Date	15 February 2025
Team ID	
Project Name	
Maximum Marks	2 Marks

Problem – Solution Fit:

Problem-Solution fit canvas 2.0		Purpose / Vision	
1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o.</small>	Job seekers (freshers, professionals, career changers).	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>	Simplify resume creation with a professional, polished result. Personalize resumes to highlight unique skills and experiences. Save time and effort spent on manual formatting and content creation
	Students applying for internships or campus placements.	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>	Dissatisfaction with existing resume-building tools or methods
6. CUSTOMER CONSTRAINTS <small>What are your customers' constraints from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small>	Lack of design expertise or writing skills. Budget limitations for paid resume-building services. Uncertainty about how to tailor resumes effectively for job requirements.	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>	Lack of accessible, user-friendly tools that generate professional and personalized resumes. Manual resume creation is tedious and time-consuming.
5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem? 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>	Traditional resume templates (e.g., Word or Canva designs). Online resume builders with limited personalization and template options. Professional resume-writing services.	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small>	Search for free or paid templates online. Spend hours manually formatting resumes or hiring professionals for help. Use generic, one-size-fits-all tools with limited satisfaction.
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 limits.</small>	Uses generative AI to create tailored resumes based on user inputs. Offers multiple customizable templates for design flexibility. Provides downloadable resumes in formats like PDF and DOCX.	8. CHANNELS OF BEHAVIOUR <small>What kind of actions do customers take online? Extract online channels from #7</small>	8.1 ONLINE Search engines (e.g., "free resume templates"), social media ads, and online resume platforms.
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>	Before: Overwhelmed, frustrated, and anxious about creating a resume that stands out. After: Confident, in control, and satisfied with the professional outcome.	8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	Peer recommendations or attending resume-writing workshops

Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license. Created by Daria Nepriakhina / Amaltama.com

 AMALTAMA