

Project Design Phase

Problem – Solution Fit Template

Date	5 February 2026
Team ID	LTVIP2026TMIDS80267
Project Name	Visualizing Housing Market Trends
Maximum Marks	2 Marks

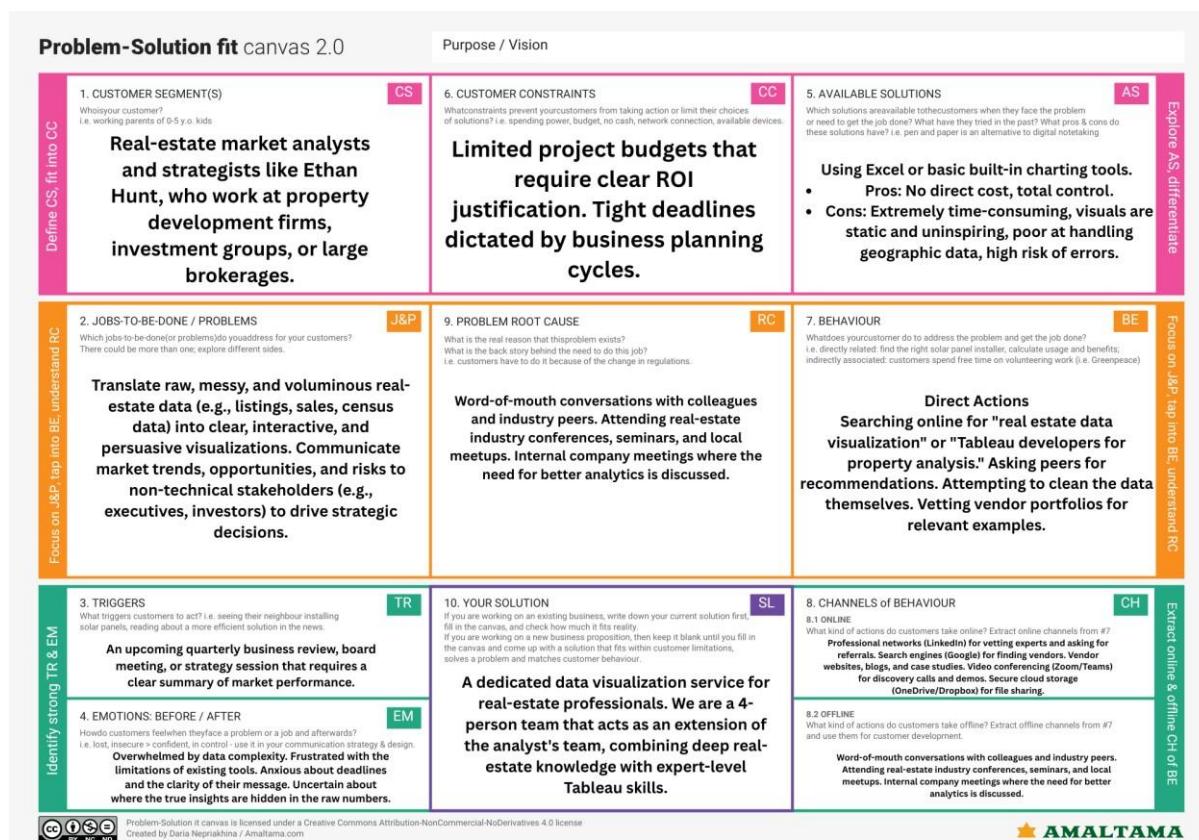
Problem – Solution Fit Template:

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:


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Limited project budgets that require clear ROI justification. Tight deadlines dictated by business planning cycles.
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5. AVAILABLE SOLUTIONS
 Which solutions are available to 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 note-taking.

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Using Excel or basic built-in charting tools.
 • Pros: No direct cost, total control.
 • Cons: Extremely time-consuming, visuals are static and uninspiring, poor at handling geographic data, high risk of errors.

References:

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