

## Project Design Phase

### Problem – Solution Fit Template

Date	24 June 2025
Team ID	LTVIP2025TMID51358
Project Name	ShopSmart: Your Digital Grocery Store Experience
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.

#### Template:

Define CS, fit into CC	<b>CUSTOMER SEGMENT(S)</b> Busy Working Professionals – Seek convenience & efficiency. Health-Conscious Individuals – Prioritize dietary needs & product info.	<b>CUSTOMER CONSTRAINTS</b> Time Poverty, Physical Demands, Information Gap, Trust Deficit, Limited Options	<b>AVAILABLE SOLUTIONS</b> Traditional Stores, Generic Online Groceries, Meal Kits, Niche Stores	Explore AS, differentiate
Focus on J&P, tap into BE, RC	<b>JOBS-TO-BE-DONE / PROBLEMS</b> Busy: Effortless shopping. Health-Conscious: Confident dietary choices.	<b>PROBLEM ROOT CAUSE</b> Traditional: Time/physical effort. Online: Poor data, bad UX, lack of integrations.	<b>BEHAVIOUR</b> Busy: Avoids urgent shopping, prefers takeaways. Health-Conscious: Manual label checking, frustration	Focus on J&P, tap into BE, RC
Identify strong TR & EM	<b>TRIGGERS</b> Busy: Essentials run out, stress, observe others. Health-Conscious: New	<b>(MERGED)YOUR SOLUTIONS</b> hopSmart (MERN): Filtering, Transparency, Personalized Profiles,	<b>CHANNELS OF BEHAVIOUR</b> Online: Web, Mobile, SEO, Social Media Offline:	Extract online & offline CH of BE

	diets, health events.	Admin Panel, Optimization	Communities, Word-of-Mouth
	<b>EMOTIONS (BEFORE / AFTER)</b> Busy: Stressed → Efficient Health: Anxious → Confident		
			(Optional notes, outcomes, etc.)

- ☐ 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.**

#### References:

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