

## Project Design Phase

### Problem – Solution Fit Template

Date	21 February 2026
Team ID	LTVIP2026TMIDS55802
Project Name	Gemini historical artifact description
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:**

Problem-Solution Fit canvas		Purpose / Vision		Version:
Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> .Urban millennials (18-35) .Health-conscious consumers	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>SL, BUDGET, DEVICES</small> Limited marketing budget. Lack of in-house data analytics.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; CONS</small> Manual retail placement Online SEO and keyword optimization. Sponsored placements in e-commerce.	Topic: AL, effectiveness
	<b>2. PROBLEMS / PAINS</b> <span>PS</span> <small>ITS FREQUENCY</small> .Poor conversion rates from product discovery to purchase. .Lack of real-time targeting	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> Misalignment between product and audience discovery channels. Inadequate customer journey mapping	<b>7. BEHAVIOR</b> <span>BS</span> <small>ITS INTENSITY</small> Window shopping turning into impulse buys. Switching brands due to placement visibility.	Focus on PS, BS, SL, TR, customer fit
Analyze on PS, BS, SL, TR, BS, customer fit & CL	<b>3. TRIGGERS TO ACT</b> <span>TR</span> .Poor quarterly sales reports .High customer churn rate	<b>10. YOUR SOLUTION</b> <span>SL</span> AI-driven strategic product placement tool.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <small>ONLINE</small> E-commerce platforms Social media <small>OFFLINE</small> Eye-level shelf placement in supermarkets	Focus on PS, BS, SL, TR, BS, customer fit
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> Frustration, confusion, feeling overwhelmed with choices			Focus on SL, BS, CH, CL, fit

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 Designed by Doron Regenshain / [visualizeit.co.il](#) - ask better ideas to customer behaviour and increase solution adoption probability.