

Project Design Phase

Problem – Solution Fit Template

Date	22 June2025
Team ID	LTVIP2025TMID48088
Project Name	Strategic Product Placement Analysis
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:
1. CUSTOMER SEGMENT(S) CS Define CS, fit into CL Urban millennials (18-35) Health-conscious consumers	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Limited marketing budget. Lack of in-house data analytics.	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Manual retail placement Online SEO and keyword optimization. Sponsored placements in e-commerce.	
2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Focus on PR, tap into BE, understand RC Poor conversion rates from product discovery to purchase. Lack of real-time targeting	9. PROBLEM ROOT / CAUSE RC Misalignment between product and audience discovery channels. Inadequate customer journey mapping	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Focus on PR, tap into BE, understand RC Window shopping turning into impulse buys. Switching brands due to placement visibility.	
3. TRIGGERS TO ACT TR Identify strong TR & EM Poor quarterly sales reports High customer churn rate	10. YOUR SOLUTION SL AI-driven strategic product placement tool.	8. CHANNELS of BEHAVIOR CH Extract online & offline CH of BE ONLINE E-commerce platforms Social media OFFLINE Eye-level shelf placement in supermarkets	
4. EMOTIONS EM <small>BEFORE / AFTER</small> Frustration, confusion, feeling overwhelmed with choices			

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