

## Project Design Phase Problem - Solution Fit Template

Date	26 JUNE 2025
Team ID	LTVIP2025TMID51307
Project Name	orderonthego: your on-demand food ordering solution
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:

UNDERSTAND THE EXISTING SITUATION OR ORDER TO IMPROVE IT FOR YOUR TARGET (

<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">1</span> </div> <div style="margin-top: 5px;"> <b>1. CUSTOMER SEGMENTS (CS)</b>                       Small restaurant owners                      Local food vendors                      Cloud kitchen operator                 </div> </div>	<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">6</span> </div> <div style="margin-top: 5px;"> <b>6. CUSTOMER CONSTRAINTS (CC)</b>                       Food delivery apps (costly)                      Social media promotions (limited)                      Manual phone ordering                 </div> </div>	<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">5</span> </div> <div style="margin-top: 5px;"> <b>5. AVAILABLE SOLUTIONS (AS)</b> <span style="background-color: #f5c6cb; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">85</span> </div> <div style="margin-top: 5px;">                     No coding or tech team                      High 3rd-party app commissions                      No time for complex setup                 </div> </div>
<div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">2</span> </div> <div style="margin-top: 5px;"> <b>JOBS-TO-BE-DONE / PROBLEMS (JT-P)</b>                       Get online food orders                      Manage menu &amp; orders easily                      Reach more customers digitally                 </div> </div>	<div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">4</span> </div> <div style="margin-top: 5px;"> <b>4. PROBLEM ROOT CAUSE (RC)</b>                       No digital presence                      Complex/expensive tech solutions                      Lack of tech skills                 </div> </div>	<div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">7</span> </div> <div style="margin-top: 5px;"> <b>7 BEHAVIOR (B)</b> <span style="background-color: #ffee58; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">B</span> </div> <div style="margin-top: 5px;">                     Rely on walk-ins                      Avoid tech adoption                      Use trial-and-error methods                 </div> </div>
<div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">3</span> </div> <div style="margin-top: 5px;"> <b>3. TRIGGERS (TR)</b>                       Low walk-in customers                      Competitors selling online                      Customer demand for app/website                 </div> </div>	<div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">10</span> </div> <div style="margin-top: 5px;"> <b>10, TOUR SOLUTION (SL)</b> <span style="background-color: #c3e6cb; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">SL</span> </div> <div style="margin-top: 5px;">                     MERN-based food app                      Real-time ordering system                      Dashboard for users &amp; owners                 </div> </div>	<div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 0.8em; transform: rotate(-90deg); white-space: nowrap;">TIRIKHOE TOR TUNDE SOINE</span> <span style="font-weight: bold;">9</span> </div> <div style="margin-top: 5px;"> <b>9. CHANNELS OF BEHAVIOR (CH)</b> <span style="background-color: #c3e6cb; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CH</span> </div> <div style="margin-top: 5px;">                     Mobile-friendly web app                      Word of mouth and WhatsApp                      Local digital promotion events                 </div> </div>