

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID55793
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
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 2.0
Purpose / Vision

<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Define CS, fit into</div>	<div style="display: flex; justify-content: space-between;"> <div>1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small></div> <div style="background-color: #f08080; padding: 2px 5px; font-weight: bold;">CS</div> </div> <ul style="list-style-type: none"> New freelancers and clients looking for reliable and easy project collaboration. 	<div style="display: flex; justify-content: space-between;"> <div>6. CUSTOMER <small>What constraints prevent your customers from taking action or limit their choices of solutions?</small></div> <div style="background-color: #f08080; padding: 2px 5px; font-weight: bold;">CC</div> </div> <ul style="list-style-type: none"> New freelancers: low visibility, no ratings Clients: limited time to find trusted freelancers Tech: low internet speed, limited device access 	<div style="display: flex; justify-content: space-between;"> <div>5. AVAILABLE SOLUTIONS <small>Which solutions are available to the 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?</small></div> <div style="background-color: #f08080; padding: 2px 5px; font-weight: bold;">AS</div> </div> <ul style="list-style-type: none"> Other platforms like Upwork, Fiverr – but they are crowded, expensive, or hard for beginners. 	<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Explore AS, fit into</div>
	<div style="display: flex; justify-content: space-between;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div> <div style="background-color: #f08080; padding: 2px 5px; font-weight: bold;">J&P</div> </div> <ul style="list-style-type: none"> Freelancers want to find projects, build portfolios, and get paid. Clients want skilled freelancers and smooth project execution 	<div style="display: flex; justify-content: space-between;"> <div>9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job?</small></div> <div style="background-color: #f08080; padding: 2px 5px; font-weight: bold;">RC</div> </div> <ul style="list-style-type: none"> Lack of platforms that support both trust-building and smooth collaboration for new freelancers and busy clients. 	<div style="display: flex; justify-content: space-between;"> <div>7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></div> <div style="background-color: #f08080; padding: 2px 5px; font-weight: bold;">BE</div> </div> <ul style="list-style-type: none"> Freelancers: apply to jobs, improve profiles Clients: browse, compare, and message freelancers 	
<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Focus on J&P, tap into BE, understand</div>	<div style="display: flex; justify-content: space-between;"> <div>3. TRIGGERS <small>What triggers customers to act?</small></div> <div style="background-color: #808080; padding: 2px 5px; font-weight: bold;">TR</div> </div> <ul style="list-style-type: none"> Freelancer sees job post online or needs income. Client has a task but no in-house team. 	<div style="display: flex; justify-content: space-between;"> <div>10. YOUR SOLUTION <small>A user-friendly freelancing platform with smart filters, verified profiles, in-app chat, secure payments (escrow), and admin oversight to ensure smooth project flow.</small></div> <div style="background-color: #808080; padding: 2px 5px; font-weight: bold;">SL</div> </div>	<div style="display: flex; justify-content: space-between;"> <div>8. CHANNELS of BEHAVIOUR <small>Online: Job browsing, bidding, chatting, profile updates Offline: Client discussions, planning, task writing</small></div> <div style="background-color: #808080; padding: 2px 5px; font-weight: bold;">CH</div> </div>	<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Extract online & offline CH of BE</div>
	<div style="display: flex; justify-content: space-between;"> <div>4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards?</small></div> <div style="background-color: #808080; padding: 2px 5px; font-weight: bold;">EM</div> </div> <ul style="list-style-type: none"> Before: Frustrated, unsure, ignored After: Confident, motivated, satisfied 			