

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	SWTID1743696165
Project Name	Bookie Nest: Book management website
Maximum Marks	2 Marks

Problem – Solution Fit:

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.

Information for the canvas

1. CUSTOMER SEGMENT(S)

- College students and young adults who read often
- Working professionals who want quick access to books online
- Casual readers exploring new genres
- Regional readers seeking books in local languages
- Independent book lovers who value niche publications

2. CUSTOMER CONSTRAINTS

- Trust issues with online platforms (quality, authenticity)
- Limited regional content availability
- Unclear delivery timelines
- Overwhelming interfaces and hard-to-navigate platforms
- Lack of personalization or recommendations

3. TRIGGERS

- Book recommendations from peers, influencers
- Searching for books unavailable in local stores
- Wanting to support independent authors
- Book sales, offers, or exclusive online editions

4. EMOTIONS BEFORE / AFTER

Before using Bookie Nest:

- Frustration due to unorganized platforms, missing books
- Disappointment from poor delivery experiences
- Confusion about book categories

After using Bookie Nest:

- Satisfaction from clean UI and personalized discovery
- Joy from fast delivery and curated picks
- Trust due to verified ratings and author insights

5. AVAILABLE SOLUTIONS

- Amazon (broad but cluttered, low discoverability of indie books)
- Flipkart (limited niche book collection)
- Kindle Store (limited to digital format)

Gaps in Existing Solutions:

- Poor indie author visibility
- Lack of curated genre-specific experiences
- No localized reading experience (regional languages, culture)

6. JOBS-TO-BE-DONE / PROBLEMS

- Find and buy books easily from a single trusted source
- Get book recommendations based on reading history
- Access local and regional books online
- Avoid repetitive searching across platforms

7. BEHAVIOUR

- Prefer mobile apps for browsing
- Search by genre, author, or trending books

- Share books and wishlists with peers
- Compare reviews and user ratings before buying

8. CHANNELS OF BEHAVIOUR

8.1 ONLINE

- Mobile App (Android/iOS)
- Web App
- Google search, Instagram influencer recs

8.2 OFFLINE

- Book clubs
- College campus promotions
- Word-of-mouth via reading communities

9. PROBLEM ROOT CAUSE

- Scattered book listings across platforms
- Lack of intelligent recommendation engines
- Poor UX/UI in traditional bookstore websites
- Absence of regional/local language support

10. YOUR SOLUTION

Bookie Nest – A unified, intuitive bookstore platform that:

- Offers personalized suggestions
- Features regional & independent books
- Includes smart search, wishlists, and real-time availability
- Supports secure payments & seamless delivery tracking