Project Design Phase Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025MID50263
Project Name	Heritage Treasures
Maximum Marks	2 Marks

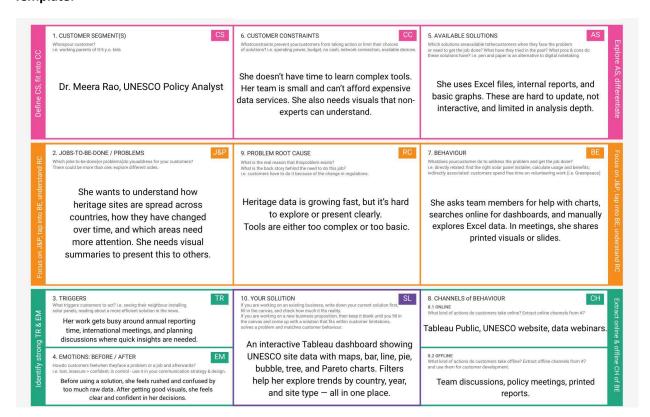
Problem – Solution Fit Template:

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:

building trust by solving frequent annoyances, or urgent or costly problems.
Increase touch-points with your company by finding the right problem-behavior fit and
Sharpen your communication and marketing strategy with the right triggers and messaging.
Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
Solve complex problems in a way that fits the state of your customers.

Template:



References:

- 1. https://www.ideahackers.network/problem-solution-fit-canvas/
- 2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe