**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 6th April 2025 |
| Team ID | SWTID1742986012 |
| Project Name | Survey Form |
| 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.**

**Problem – Solution Fit:**

Calendar

Descriptfdfddsssssssssssssssssssssss
ion automatically generated

* Request peers/colleagues to help build forms
* Conduct manual paper surveys
* Use YouTube tutorials to learn form creation
* Search for alternatives on Google

A full-stack (MERN) based survey form builder that:

->Allows custom form creation

->Offers secure login/authentication

->Stores responses in a database

->Provides backend for real-time tracking

Frustrated with limited features on free tools

After: Confident and in control of data.

* Need to take quick feedback after an event/class
* Unsatisfactory experience with Google Form.
* Use free forms tools (Google Forms)
* Manually compile results
* Share survey via social media or email
* Ask others for form creation
* Free tools lack full-feature control (auth, backend, analytics)
* Existing platforms not tailored to specific use cases
* Need for technical expertise in building form systems
* Creating customized surveys/forms without coding
* Collecting secure data with real-time monitoring
* Authentication for private/internal surveys
* Easy analysis of collected responses
* Google Forms – Free, but lacks backend and auth
* Typeform – Good UI, but limited free features
* Jotform – Advanced, but paid for full functionality

Cons: Lack of customization and full-stack integration and Limited control over data,

ta storage

* No technical skills
* Limited budget for SaaS tools
* Low-end devices with internet constraints
* Need for quick deployment
* College and university departments conducting feedback and surveys
* Startups needing internal and external feedback
* NGOs conducting field surveys
* Event managers collecting RSVP/feedback
* Working professionals organizing personal forms

References:

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