**Project Design Phase-I**

**Problem – Solution Fit Template**

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| Date | 15 October 2022 |
| Team ID | PNT2022TMID11922 |
| Project Name | Project – Personal Expense Tracker Application |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that the solution you have developed for the problem you have found with your customer actually solves it.  By identifying behavioral patterns, it helps entrepreneurs, marketers, and corporate innovators identify what works and why.

**Purpose:**

* Adapt your approach to your customer's state in order to solve complex problems.
* 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.
* By integrating existing platforms and channels, you will be able to succeed faster and increase your solution's adoption.
* **Understand the existing situation in order to improve it for your target group.**

**Template:**

