

Problem Solution Fit

Steve Blank recommends a separate process from product development that seeks to identify and evaluate the appropriate market for a concept [2]. Finding a problem/solution fit makes up the first stage of the discovery process. By putting a first solution into practice, the intention is to test the riskiest hypotheses of the problem under consideration. The second step, referred to as product/market fit, entails developing the appropriate product features that address actual customer needs. If the product/market fit is not realized, it is necessary to pivot to reevaluate the problem/solution fit. A more straightforward viewpoint on the differences between product/market fit and problem/solution fit is offered by Ash Maurya [10]. He asserts that when the following question is answered in the affirmative: "Does my issue merit resolution?" Three underlying questions must be addressed to achieve this. Finally, "can it be solved" or "is it practical," "would they pay for it?" or "is it a must-have solution." In addition to obtaining answers to these three questions, Maurya suggests that the Problem/Solution Fit stage's objective is to determine the bare minimum feature set for a Minimum Viable Product (MVP), which will be the subject of learning and iteration to address the customer's confirmed problem.