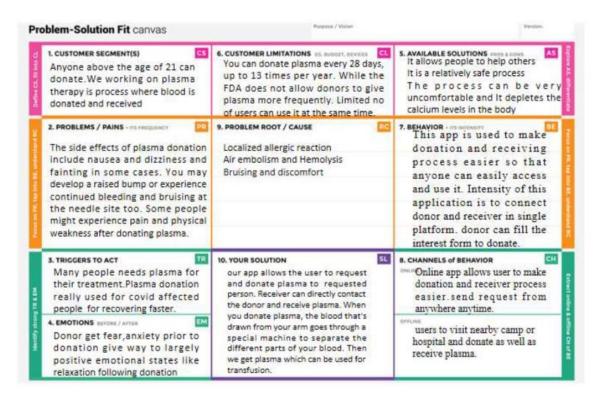
Project Design Phase-I Problem – Solution Fit Template

Date	02 October 2022	
Team ID	PNT2022TMID28121	
Project Name	Plasma donor application	
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:

	Understand the existing situation in order to improve it for your target group.
	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.
	channels of behavior.
	Succeed faster and increase your solution adoption by tapping into existing mediums and
Ш	Solve complex problems in a way that fits the state of your customers.