**Problem-Solution Fit:**

Problem-solution fit is a term used to describe the point validating that the base problem resulting in a business idea really exists and the proposed solution actually solves that problem.

**The problem-solution fit is when you-**

* **Validate that the problem exists:** When you validate your problem hypothesis using real-world data and feedback. That is, you gather information from real users to determine whether or not they care about the pain point you’re trying to solve.
* **Validate that your solution solves the problem:** When you validate that the target audience appreciates the value your solution delivers to them.

The problem-solution fit precedes the product development and forms the foundation upon which a company is built. It helps you answer the basics startup-related questions before you even start your startup.

* Do people actually have the problem that you think they have?
* How do they solve the problem now?
* Does your proposed solution make a meaningful difference?

Once you’re satisfied with the answers, you use this solution to develop a saleable product and start acquiring customers.

**Why Achieving A Problem Solution Fit Important?**

Achieving problem-solution fit is essential to the success of any new business.

Why?

Because without it, you’re essentially just guessing that your idea is going to work. And if you want to be successful, you need more than just a guess.

**The problem solution fits help you-**

* **Get a better understanding of your target market:** It helps you identify your target customers, who they are and what matters to them the most.
* **Get a better understanding of the customer tasks and pain points:** Only after getting into the shoes of the customers do you realise their real tasks and the problems that hinder their progress in completing the tasks.
* **Get a better understanding of existing solutions and what they lack:** It helps you understand what gaps exist in the market and how your business can fill those gaps.
* **Build a solution based on real data:** It gives you the information you need to build a solution that users actually want, rather than guessing their needs.

**Problem-Solution Fit Examples**

Every successful company today started with a problem-solution fit. Here are a few examples:

* Airbnb solved the problem of finding affordable accommodation by connecting people who need a place to stay with those who have an extra room.
* Uber solved the problem of getting a cab by creating an on-demand ridesharing platform that connects drivers with riders.
* Spotify solved the music artist’s problem of getting their music heard (without piracy) by creating a streaming platform that makes it easy for people to discover and listen to new music. At the same time, it solved the music listener’s problem of having to buy entire albums when they only wanted to listen to one or two songs.
* Google solved the problem of finding relevant information on the internet by creating a search engine that uses algorithms to rank websites based on their relevance to the user’s query.
* Facebook made it possible for people to connect with each other on a social platform, regardless of distance or location. It solved the problem of keeping in touch with family and friends through an easy-to-use online interface.

**Problem-Solution Fit vs Product Market Fit**

* + People often confuse the terms “problem-solution fit” and “product-market fit“, but these are actually two very different things.
  + While problem-solution fit refers to validating that your solution solves a problem for your target market, product-market fit is about validating that there is actual demand for your product or service.
  + There are times when a company solves a real problem and develops a good solution, but is not able to get traction because their customers are not willing to pay for it.

**Bottom-Line:**

Achieving problem-solution fit is an essential part of the startup process. By taking the time to understand the problem and developing a solution that meets the needs of your target customers, you increase your chances of success.

Moreover, this approach helps you avoid building a solution that is not needed, and that will never be used.

As a startup founder, it’s important to understand that problem-solution fit is a continuous process. You’ll always be learning and improving as you grow, and it’s always important to validate your findings with actual users.