

Project Design Phase
Problem - Solution Fit Template

Date	13 March 2025
Team ID	PNT2025TMID02739
Project Name	Global Food Production and Trend Analysis
Maximum Marks	2

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:

- ☐ 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 canvas 2.0

Purpose / Vision

<p>Define CS, fit into CC</p> <p>Focus on JLP to fit into BE, understand TR</p> <p>Identify strong TR & EM</p>	1. CUSTOMER SEGMENT(S) <i>Partners and Agricultural Producers Public-private and Government Agencies Researchers and Academics Non-Formal/Informal Organizations (NGOs) Policy Stakeholders Consultants and Community Groups</i>	6. CUSTOMER CONSTRAINTS <i>Limited Access to Technology Resource Constraints Time Constraints Knowledge Gaps Resource Barriers Cultural and Language Differences</i>	5. AVAILABLE SOLUTIONS <i>Mobile-friendly Features Funding and Grants Flexible Scheduling Training and Capacity Building Policy Advisory Support Multilingual Resources</i>	<p>Define AS, fit into CS</p> <p>Focus on JLP to fit into BE, understand TR</p> <p>Extract and refine CH & BE</p>
	2. JOBS-TO-BE-DONE / PROBLEMS <i>Assessing Relevant Data Improving Agricultural Practices Supporting Policy Changes Building Collaborative Networks Enhancing Community Engagement Adapting to Market Demands</i>	9. PROBLEM ROOT CAUSE <i>Insufficient Training and Education Limited Customization Options Resource Constraints Regulatory Complexity Cultural Barriers</i>	7. BEHAVIOUR <i>Reluctance to Adopt New Technologies Preference for Traditional Practices Limited Engagement in Collaborative Efforts Resistance to Change in Established Roles Overlooked Participation in Training Programs Chicken-and-egg in Data Utilization</i>	
	3. TRIGGERS <i>Reluctance to Adopt New Technologies Preference for Traditional Practices Limited Engagement in Collaborative Efforts Resistance to Change in Established Roles Overlooked Participation in Training Programs Chicken-and-egg in Data Utilization</i>	10. YOUR SOLUTION <i>Develop an Integrated Digital Platform Implement Training and Capacity Building Programs Establish a Funding and Support Network Facilitate Policy Advocacy and Support Embed Multilingual and Culturally Relevant Resources Foster Community Engagement Initiatives</i>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <i>Smart Mobile Applications Webinars and Online Workshops Email Newsletters Online Forums and Discussion Groups Digital Resource Repositories Mobile Applications</i> 8.2 OFFLINE <i>Community Meetings and Workshops Adapted for Low-Literacy Users Printed Educational Materials Local Networking Events Participatory Demonstrations and Training Sessions Partnerships with Local Organizations</i>	
4. EMOTIONS: BEFORE / AFTER: <i>Before: Frustration, Overwhelm, Isolation, Anxiety, Helplessness, Doubt</i> <i>After: Empowerment, Confidence, Collaboration, Hope, Resilience, Achievement, Joy</i>	EM	SL	CH	