Project Design Phase
Problem – Solution Fit Template

Date	02 February 2026
Team ID	LTVIP2026TMIDS77456
Project Name	BookNest: Where Stories Nestle
Maximum Marks	2 Marks

Problem – Solution Fit :

The Problem–Solution Fit for BookNest ensures that the platform addresses real challenges faced by book lovers and sellers. It confirms that the developed solution effectively solves the identified problems of convenience, accessibility, inventory management, and secure online transactions. BookNest focuses on understanding customer behavior, needs, and constraints, and designing a solution that aligns perfectly with those real-world challenges.

Purpose:

❑ **Solve Customer Problems Effectively**
BookNest solves the major problems faced by book readers:
- Lack of time to visit physical bookstores
- Limited availability of books in local stores
- Difficulty comparing prices and genres

❑ **Increase Solution Adoption**
BookNest increases adoption by:
- Providing a user-friendly interface
- Ensuring secure authentication

❑ **Understand and Improve the Existing Situation** Traditional bookstores face limitations such as:
- Restricted operating hours
- Limited stock
- Manual inventory handling

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS
Welo to your sectomer?
- Book lovers looking for a reliable online bookstore
- Busy individuals who prefer to shop online

5. CUSTOMER CONSTRAINTS — CC
Whad cumsliorts pronent perer customers; from laking action or liaml, for aachoara? E_.jp sprecting power, stanget, no ewodi can, nerwork conveton, servies.

5. AVAILABLE SOLUTIONS — AS
Witich ar adlins ors available to the customers when they face the problem. in orderne get the job therer. Which solutions hece they labis/to site tires? Whist pou al, come do these solution trave? Can pan and paper be an alternatine to aighal marketing.

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2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Wildty bo-tlo-pordiows tp problems withy oottulnes for your sicensed?
- Finding and purchusing books in eass
- Avoiding physical store visits due to lack of time

6. CUSTOMER CONSTRAINTS — RC
- Concerns about online payment security
- Too many options making decision time—consuming
- High shipping costs

7. BEHAVIOUR — BE
- Search for reviews and bestseller lists. Select a popular, well-relect online unte dfeck stovite
- Compare book availability and prices across different sites

3. TRIGGERS — TR
- Lack of time to-visit bookstores
- Seeing an ad for trending books or a book sale
- Receiving physical store visits due to lack of time

6. AVAILABLE SOLUTIONS — RC
- Concerns about online payment security.
- Order from large e-commerce sites like Amazon lacks fo-ce seocial: nuedi ovenyraliming choices
- Buy from social media marketplace, risk of scams or Unreilable sellers

8. YOUR SOLUTION — SL
- Diversified & organized book catalog
- Easy-to-use filters by genre, author, bestseller
- Fast delivery with real-time tracking.
- Secure payment options (cards & UPI)

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4. TRIGGERS — TR
- Lack of time to visit bookstores
- Seeing an ad for trending books, or a book sale
- Receiving a recommendation from a friend

4. EMOTIONS: BEFORE / AFTER — EM
Roe for castomes wistt o buy busy fiast problem a bg asvekthefimazxy totes.
- Furstrated with poorly organized los
- hasngle, inagesements cneeds
- Progeops svowth coeduts leave to protaber-feal,
- Lack, media orcpmenool fegpres finte temfoesenment
- Satisfied with hastle-free shopping

9. PROBLEM ROOT CAUSE — RC
- Lack of time, busy schedules
- Limited book bookstore/s to yethor, bestseller
- Fast delivery with real-time tracking
- Secure payment options (cards & UPI)
- Personalized recommendations for each us-

9. CHANNELS of BEHAVIOUR — CH
1. ONLINE:
- Search engines Google (Bing)
- Social media Site and goßcasts

2. OFFLINE:
- Personal recommendaties from friends
- Advertisements-in magasines

8. CHANNELS of BEHAVIOUR — CH
1. ONLINE:
- Search engines (Google, Bing)
- Social media ads and pookasts

2. OFFLINE:
- Personal recommendations from friends
- Advertisements in magasines

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