

## Project Design Phase

### Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID59338
Project Name	orderonthego: your on-demand food ordering solution
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:

- ☐ 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.**

#### Template:

#### Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Define CS, fit into CC</div> <div style="background-color: #fff3cd; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></div> <div style="background-color: #ffc107; padding: 2px; font-weight: bold;">CS</div> </div> <p>College students Office-goers Busy families Local food lovers Small restaurant owners</p> </div>	<div style="background-color: #fff3cd; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connectivity, available devices</small></div> <div style="background-color: #ffc107; padding: 2px; font-weight: bold;">CC</div> </div> <p>Lack of time to cook or eat out Difficulty finding hygienic and affordable local food Inconvenient experience using existing food apps Long delivery wait times and poor tracking</p> </div>	<div style="background-color: #fff3cd; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></div> <div style="background-color: #ffc107; padding: 2px; font-weight: bold;">AS</div> </div> <p>Zomato Swiggy Uber Eats Local tiffin services Phone-based restaurant ordering</p> </div> <div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Explore AS, differentiate</div>
<div style="background-color: #fff3cd; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div> <div style="background-color: #ffc107; padding: 2px; font-weight: bold;">J&amp;P</div> </div> <p>Need for quick and convenient food ordering Desire to support small or local restaurants Want for easy access to menu, price, and ratings Frustration with inconsistent delivery experience</p> </div> <div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div>	<div style="background-color: #fff3cd; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small></div> <div style="background-color: #ffc107; padding: 2px; font-weight: bold;">RC</div> </div> <p>Big apps focus on large restaurant chains Limited visibility for new or local food vendors No personalization or trust-building features Lack of transparency in service quality and timing</p> </div>	<div style="background-color: #fff3cd; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></div> <div style="background-color: #ffc107; padding: 2px; font-weight: bold;">BE</div> </div> <p>Users abandon food apps after poor experiences Prefer ordering from known local places Frequently browse menus before ordering Search for offers, combo packs, or discounts</p> </div> <div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div>
<div style="background-color: #d4edda; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></div> <div style="background-color: #28a745; padding: 2px; font-weight: bold;">TR</div> </div> <p>Hunger during late hours or work pressure Peer suggestions or family cravings</p> </div> <div style="background-color: #d4edda; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small></div> <div style="background-color: #28a745; padding: 2px; font-weight: bold;">EM</div> </div> <p>Before: Tired, unsure about food quality, annoyed by bad UI or delays After: Satisfied with reliable local food, feels confident ordering again</p> </div> <div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Identify strong TR &amp; EM</div>	<div style="background-color: #d4edda; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></div> <div style="background-color: #28a745; padding: 2px; font-weight: bold;">SL</div> </div> <p>CraveKart Foods app lists verified local restaurants Highlights popular and promoted restaurants Allows filtering by food type, category, price, and rating Provides seamless cart, order, and tracking features</p> </div>	<div style="background-color: #d4edda; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>8. CHANNELS OF BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></div> <div style="background-color: #28a745; padding: 2px; font-weight: bold;">CH</div> </div> <p>Campus and office group promotions Email and WhatsApp notifications (planned)</p> </div> <div style="background-color: #d4edda; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> </div> <p>Place orders in person and wait (no pre-order option) Share feedback or complaints verbally to staff</p> </div> <div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Extract online &amp; offline CH of BE</div>

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#### References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>