

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID55634
Project Name	Booknest: Where Stories Nestle
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

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CC	5. AVAILABLE SOLUTIONS AS	Explore AS,
	<p>Who is your customer?</p> <ul style="list-style-type: none"> Busy students, working professionals, and casual readers who prefer online access to books. Admins or bookstore owners managing inventory and customer orders digitally. 	<p>What constraints prevent your customers from taking action or limit their choices of solutions?</p> <ul style="list-style-type: none"> Limited budget or time to explore options. Low digital literacy (for some users). No account created – fear of data misuse. 	<p>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 & cons do these solutions have?</p> <ul style="list-style-type: none"> Amazon, Flipkart, physical bookstores. Pros: Trusted brands, wide range. Cons: Overwhelming UX, not tailored for book-lovers, lacks <u>wishlist</u> or admin control. 	
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand
	<p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ul style="list-style-type: none"> Users want to browse and buy books online easily. Users want to save books for later (<u>wishlist</u>). Admins need to manage books, users, and orders efficiently. 	<p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <ul style="list-style-type: none"> Digital platforms prioritize transactions over user experience. Admins lack dedicated dashboards tailored for bookstore operations. Readers have too many choices, but lack direction. 	<p>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)</p> <ul style="list-style-type: none"> Use online platforms (Amazon) to search titles. Visit bookstores for personalized help. Ask friends for recommendations. 	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS OF BEHAVIOUR CH	
	<p>What triggers customers to act?</p> <ul style="list-style-type: none"> Need to buy a book urgently (for study, interest, gifting). Seeing friends or peers using online book platforms. 		<p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <div style="display: flex; justify-content: space-between;"> <div>1. Google/book searches</div> <div>2. Adding to cart or <u>wishlist</u></div> </div> <div style="display: flex; justify-content: space-between;"> <div>3. Browsing genres/filter</div> <div>4. Order placement & reviews</div> </div> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> Visiting bookstores Discussing with peers 	
	4. EMOTIONS: BEFORE / AFTER EM			
	<p>How do customers feel when they face a problem or a job and afterwards?</p> <ul style="list-style-type: none"> Before: Confused, overwhelmed, frustrated, unmotivated, skeptical. After: Empowered, satisfied, in control, more engaged with reading. 			