

## Project Design Phase

### Problem – Solution Fit Template

Date	25 March 2025
Team ID	<b>SWTID1743347281</b>
Project Name	Book Store
Maximum Marks	2 Marks

#### Problem – Solution Fit:

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.

#### Template:

AMALTAMA

#### Problem-Solution fit canvas 2.0

<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; font-size: 0.7em;">CS</span>  <small>What is your customer? i.e. meeting points of S &amp; P i.e. M&amp;P</small> </div> <div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; font-size: 0.7em;">JBP</span>  <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different roles.</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> <b>3. TRIGGERS</b> <span style="float: right; font-size: 0.7em;">TR</span>  <small>What triggers customers to act? i.e. seeing their neighbour heading into parks, meeting about a more efficient solution in the news</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb;"> <b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; font-size: 0.7em;">EM</span>  <small>How do customers feel about this problem or job-to-be-done? i.e. fear, insecure + confused, in control + safe i.e. your communication strategy &amp; design</small> </div>	<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> <b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; font-size: 0.7em;">CC</span>  <small>What constraints prevent your customers from taking action? i.e. how they measure if successful? i.e. spending power, budget, no cash, network constraints, available devices</small> </div> <div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> <b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; font-size: 0.7em;">RC</span>  <small>What is the real reason that this problem exists? What is the least likely 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: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> <b>10. YOUR SOLUTION</b> <span style="float: right; font-size: 0.7em;">SL</span>  <small>What kind of solution into Customer scenario the best? Adapt your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and implementation.</small> </div>	<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; font-size: 0.7em;">AS</span>  <small>What solutions are available to the customers when they face the problem? i.e. need to get the job done? What have they tried in the past? Resources to come in these solutions best? i.e. pen and paper is an alternative to digital technology</small> </div> <div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> <b>7. BEHAVIOUR</b> <span style="float: right; font-size: 0.7em;">BE</span>  <small>What does your customer do to address the problem and get the job done? i.e. directly intended, find the right source/paper, consider, calculate usage and benefits, correctly assessment customers spend time on understanding work (i.e. time-pressure)</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> <b>8.1 ONLINE CHANNELS</b> <span style="float: right; font-size: 0.7em;">CH</span>  <small>What kind of online do customers like visit? Extend online channels from box 4? Behaviour</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb;"> <b>8.2 OFFLINE CHANNELS</b> <span style="float: right; font-size: 0.7em;">CH</span>  <small>What kind of offline do customers like visit? Extend offline channels from box 4? Behaviour and use them for customer development</small> </div>
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Define CS, fit into CC

Focus on JBP, tap into BE, understand RC

Explore AS, differentiate

Define CS, fit into CL

Focus on AS, tap into BE, understand RC

Explore AS, differentiate