

Project Design Phase Problem – Solution Fit Template

Date	26 January 2026
Team ID	LTVIP2026TMIDS87961
Project Name	Educational Organisation Using ServiceNow
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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? (a. writing persona if it's a role)</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action to solve their challenge or solution? (e.g. spending money, budget, no-time, network connection, available devices)</small>	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 have they done to solve the problem? (e.g. pen and paper is an alternative to digital marketing)</small>
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>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the basic story behind the need to do this job? (e.g. customer how to do it because of the change in regulations)</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? (e.g. directly related: find the right order panel; transfer, calculate usage and billing; indirectly associated: customers spend time on volunteering work (e.g. fundraising))</small>
3. TRIGGERS <small>When triggers customers to act? (e.g. seeing their neighbors installing solar panels, reading about a more efficient solution in the news)</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution. Add it to 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 thinking, solves a problem and matches customer behaviour.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of solution do customers take online? (e.g. online channels from 0-7 and use them for customer development)</small> <small>8.2 OFFLINE What kind of solution do customers take offline? (e.g. offline channels from 0-7 and use them for customer development)</small>

References:

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