

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:

Define USP, Market & Customer 1. CUSTOMER SEGMENT(S) Who is your customer? i.e. wedding parties of 100+ people	CS 6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? (e.g. spending power, budget, interest, network, communication, available devices)	CC 5. AVAILABLE SOLUTIONS Which solutions are available to the customer when they need the product or service to get the job done? What have they tried in the past? What price & cost do these solutions have? (e.g. pen and paper vs digital marketing)	AS Editor ASL - Administrator
2. PROBLEMS / JOBS TO BE DONE Which jobs do your customers want you to do for them? There could be more than one, requires different roles.	J&P 3. PROBLEM ROOT CAUSE What is the real reason this problem exists? What is the hard/very behind the need to do this job? (e.g. customer has to do it because of the change in regulations)	RC 7. BEHAVIOUR What does your customer do to address the problem and get the job done? (e.g. always online, find the right sales person, research, calculate usage requirements & instantly communicate, customer spend free time on volunteering work, etc.).	BE Editor J&P, Editor RC, Editor BE
Identify Strengths, TPs & LEM 3. TRIGGERS What triggers customers to act? (i.e. seeing their neighbors installing solar panels, hearing about a more efficient solution to the issue)	TR 10. YOUR SOLUTION If you're working on an existing business, write down your current solution (i.e. in the carpool, and check how much it fits reality). If you're working on a new business idea, then map it from now until you hit the revenue and come up with a solution that fits within customer dimensions, solves a problem and creates customer demand.	SL 8. CHANNELS OF BEHAVIOR What kind of solutions do customers take without direct online channels (e.g. word of mouth, recommendations, influencers, media, etc.)?	CH Editor TR, Editor SL, Editor CH
Identify Strengths, TPs & LEM 4. EMOTIONS: BEFORE / AFTER How do customers feel when they have a problem or a job and afterwards? (e.g. feel annoyed or embarrassed, in contrast I want it to your communication strategy & design)	EM	RJ 9. RISKS What kind of solutions do customers take without direct offline channels (e.g. word of mouth, recommendations, influencers, media, etc.)?	Editor EM, Editor RJ

References:

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