

Project Design Phase

Problem – Solution Fit Template

Date	11 February 2026
Team ID	LTVIP2026TMIDS34775
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:

1. CUSTOMER SEGMENTS Students Working Professionals Book Enthusiasts Online Shoppers	6. CUSTOMER CONSTRAINTS Limited Time Budget Constraints Security Concerns Slow Websites	5. AVAILABLE SOLUTIONS Amazon/Flipkart Local Book Websites Offline Stores
2. JOBS-TO-BE-DONE / PROBLEMS Find Books Easily Simple Checkout Secure Login Better Navigation	9. PROBLEM ROOT CAUSE Poor UI/UX Weak Filtering Unstructured Catalog Complex Checkout	7. BEHAVIOUR Search by Title/Author Compare Prices Add to Cart Read Reviews
3. TRIGGERS Book Recommendations Academic Needs Discounts Trending Titles	10. YOUR SOLUTION (BookNest) MERN Stack App JWT Authentication 100+ Categorized Books Smooth Cart & Orders Cloud Deployment	8. CHANNELS OF BEHAVIOUR Online: Web, Social Media Offline: Word of Mouth Book Fairs
4. EMOTIONS (Before / After) Before: Frustrated, Confused After: Satisfied, Confident		

References:

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