

Project Design Phase

Problem – Solution Fit Template

Date	19 June 2025
Team ID	LTVIP2025TMID46195
Project Name	BookNest
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

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer?</p> <p>Students and avid book readers</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>6. CUSTOMER CC</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> • Limited budget • Basic smartphone access • Unstable internet in remote areas </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <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? i.e. pros and cons of an alternative to digital contenting</p> <ul style="list-style-type: none"> • Amazon (broad selection, but overwhelming UI) • Local bookstores (limited variety) • Flipkart (limited to certain genres) • BookNest Advantage: Simple UI, book-focused, tailored to readers </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? These could be more than one; explore different sides.</p> <p>i.e. Difficulty finding specific books in local stores. And Lack of personalized recommendations</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulation.</p> <ul style="list-style-type: none"> • Overcrowded e-commerce platforms • Lack of student targeted book discovery tools </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right value prop, installer, calculate usage and benefits, indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <ul style="list-style-type: none"> • Frequently searches online for books • Checks reviews before buying • Follows book influencers </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</p> <p>i.e. Upcoming exams or reading deadlines and Desire to explore new genres</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>10. YOUR SOLUTION SL</p> <p>If you are working on an existing business, write down your current solution first. Fill in 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 limitations, solves a problem and matches customer behavior.</p> <ul style="list-style-type: none"> • Clean UI for exploring books • Smart search & filters • Wishlist cart integration • Personalized recommendations • Affordable price listings for the students </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>Online: BookNest, Google Search, YouTube Reviews</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Offline: Book fairs, college book stalls</p> </div> <div></div> </div>

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References:

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