

Project Design Phase
Problem – Solution Fit Template

Date	24 June 2025
Team ID	LTVIP2025TMID30177
Project Name	A CRM Application for Banquet Hall Booking
Maximum 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.

Problem-Solution Fit Canvas

Aspect	Details
Problem Identified	Customers face delayed responses, manual tracking, and booking confusion; banquet staff struggle to manage overlapping events and resource coordination.
Target Users / Segment	Event organizers, individual customers, and banquet hall managers/coordinators.
Current Behavior	Manual inquiries, spreadsheets, phone calls, paper-based contracts, and lack of central tracking.
Proposed Behavior	A centralized CRM with automated booking, service selection, coordinator assignment, and customer notifications via Salesforce.
Solution Overview	Salesforce-based system to automate booking processes, validate event slots, manage multiple services, send notifications, and provide reporting dashboards.
Why the Solution Fits	It solves multiple pain points in a unified way: booking conflicts, communication delays, and poor service integration.
How it Improves Situation	Users get instant confirmations and status tracking; staff manages events with clarity and efficiency; system ensures data accuracy and service quality.