

Project Design Phase

Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TMID20775
Project Name	Visualization Tool For Electric Vehicle Charge And Range Analysis
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 CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>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.</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 price & costs do these solutions have? i.e. pen and paper is an alternative to digital note-taking.</small>	Explore AS, differentiate
	As a working parent of a young child, I constantly feel torn between my job and giving my child the care and attention they need. I don't always have time to research the best activities or find trustworthy childcare options. I want something simple, reliable, and supportive that helps me manage parenting without feeling overwhelmed or guilty."	This section is meant to identify barriers or limitations that your target customers face, which can prevent them from adopting or benefiting from your proposed solution. Examples given include: Spending power Budget No cash Network connection Available devices/ Would you like help filling this out for a specific customer segment or use case?	Currently, working parents rely on a mix of informal and digital methods to manage childcare and daily responsibilities. Common solutions include paper-based planners, to-do lists, WhatsApp groups with caregivers, and digital calendars like Google Calendar. Some have used parenting apps that offer reminders or shared schedules. While these methods help with organization, they each have limitations. Paper tools are easy but not shareable in real-time. Messaging apps lack structure, and digital tools may be too complex or time-consuming to manage alongside a busy routine. Accessibility, device availability, and time constraints are major factors that affect solution choice.	
Focus on J&P, fit into BE, understand RC	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 back story behind the need to do this job? i.e. customers have 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? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small>	Focus on J&P, fit into BE, understand RC
	Working parents of young children often struggle to manage time effectively while balancing job responsibilities and childcare duties. Key jobs-to-be-done include organizing daily routines, ensuring their child's safety and learning, coordinating with caregivers or family members, and finding trustworthy childcare solutions. They also need tools to help them communicate quickly, plan meals, track appointments, and get reminders for tasks. The lack of integrated, easy-to-use systems adds stress and results in missed tasks or inefficient time use.	This is part of a problem-solving or design thinking framework. It encourages digging beyond surface-level symptoms to understand systemic or underlying causes—often related to external forces (e.g., regulations, trends, behaviors, or outdated systems). Would you like help applying this template to your own project? If yes, please tell me the problem you're working on.	This section helps you identify customer actions—both practical and emotional/social—that reflect their attempts to solve the problem. It distinguishes: Direct behaviors: Actions directly related to solving the core problem or completing a task. Indirect behaviors: Lifestyle or value-based actions that may influence or reflect their attitude (e.g., environmental awareness).	
Identify strong TR & BE	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Seeing their neighbour installing solar panels. Reading about a more efficient solution in the news. Identify external or internal events that prompt the customer to take action.</small>	10. YOUR SOLUTION <small>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 behaviour. Identify the Problem The problem being worked on is not explicitly stated in the image, but it appears to be related to finding a solution to a business problem. Analyze the Template The template provides guidance on how to approach the problem-solving process. It suggests writing down the current solution first and checking how much it fits the canvas. If working on a new business proposition, it advises keeping the canvas blank until filling it in and coming up with a solution that fits within customer limitations and matches customer behavior. Determine the Solution</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 - Social media, WhatsApp, newsletters, video, Instagram, and collaboration with influencers, and other digital marketing tools. - Content creation: Create informative content (e.g., blog posts, videos) that addresses customer pain points and offers solutions. - Online forums: Monitor or participate in online discussions about solar panels, share opinions on their experience, address queries. - Email newsletters: Use email to keep customers informed about new products, offers, and educational content. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. - Visiting physical stores - Attending events or workshops - Engaging with sales representatives - Using customer service hotlines - Participating in focus groups or surveys</small>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. This emotional journey can help tailor your communication strategy and product/service design.</small>			

References:

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