

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2026TMIDS24935
Project Name	ResolveNow: Your Platform For Online Complaints
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

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids customers are local residents, citizens, and service users who depend on consistent utility or commercial services and need a formal way to report grievances.	6. CUSTOMER CONSTRAINTS CC 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. Users are often limited by a lack of technical expertise, busy schedules that prevent physical office visits, and a reliance on fragmented communication tools.	5. AVAILABLE SOLUTIONS AS 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. pen and paper is an alternative to digital notetaking Users are often limited by a lack of technical expertise, busy schedules that prevent physical office visits, and a reliance on fragmented communication tools.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. The user is trying to log a detailed service issue and receive a transparent, real-time update on when the problem will be fixed.	9. PROBLEM ROOT CAUSE RC 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. The real reason the problem exists is the absence of a centralized digital tracking system, leading to a disconnect between the user, the admin, and the field agent.	7. BEHAVIOUR BE 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) To address problems currently, customers often repeatedly call help desks or visit offices in person to manually check on the status of their requests.	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Customers are motivated to act when they experience a sudden service failure, such as a power outage or internet loss, or when a previously reported issue remains unresolved.	10. YOUR SOLUTION SL 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 This MERN stack portal allows users to register complaints digitally, while providing an admin dashboard to assign tasks and an agent portal to update resolution status	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Online interactions occur through the web dashboard and status notifications, while offline channels involve the physical visit of the assigned agent to the user's location.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM 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. Before using the system, users feel frustrated, ignored, and anxious; after resolution, they feel informed, confident, and satisfied with the service transparency	8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.		



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