**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID55575 |
| Project Name | SHOPSMART-DIGITAL GROCERY STORE EXPERIENCE |
| 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:**

Calendar

Description automatically generated

References:

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

**PROBLEM-SOLUTION FIT**

**CUSTOMER SEGMENT ( WHO IS FACING THE PROBLEM? )**

Urban and semi-urban grocery shoppers who face difficulties in managing daily or weekly grocery purchases due to time constraints, poor stock availability, and lack of real-time offers.

**TOP PROBLEMS ( WHAT PROBLEMS ARE THEY FACING? )**

->Time-consuming and stressful traditional shopping experience.

->Difficulty in finding required products in one place.

->No proper updates on discounts or stock availability.

->Inconvenient payment and delivery options.

**EXISTING ALTERNATIVES ( HOW DO THEY SOLVE IT TODAY? )**

->Visiting physical stores like supermarkets or kirana shops.

->Using online grocery apps like BigBasket, Grofers, Amazon Fresh.

->Making phone calls to local stores for home delivery.

**OUR SOLUTION ( HOW DOES YOUR IDEA SOLVE THEIR PROBLEM )**

Shopsmart offers a user-friendly digital platform where users can:

->Order groceries online with smart searches and filters.

->Get personalized offers and alerts.

->Choose convenient delivery slots.

->Pay through secure digital modes.

->Track orders and get real-time updates.

**WHY NOW? ( WHY IS THIS A GOOD TIME FOR YOUR SOLUTION? )**

->Increasing internet and smartphone penetration.

->Rise in demand for contactless shopping post-pandemic.

->Customers are shifting toward convenience and digital payments.

**SUCCESS CRITERIA ( WHAT WILL PROVE YOUR SOLUTION WORKS? )**

->High number of app downloads and active users.

->Positive customer reviews and feedback.

->Improved customer retention and repeat orders.

->Reduction in delivery time and order complaints.