

Project Design Phase
Problem – Solution Fit Template

Date	15 JUNE 2025
Team ID	LTVIP2025TMID29459
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
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	<p>1. CUSTOMER SEGMENT(S)</p> <ol style="list-style-type: none"> 1. Freshgraduate 2. Productive Workers 3. People who lost their jobs due to the pandemic 	<p>6. CUSTOMER CONSTRAINTS</p> <ol style="list-style-type: none"> 1. Availability of learning media for the skills needed 2. Can be accessed on all devices 3. Affordable price 4. Easy to use 	<p>5. AVAILABLE SOLUTIONS</p> <p>Skill Seeker: Searching for skills is easier, varied, and affordable without being limited by time</p> <p>Skill Provider: Provides a platform to channel skills so that they can generate and benefit many people</p>	Explore AS, differentiate
	Focus on JSP, top into BE, understand BC	<p>2. JOBS TO BE DONE / PROBLEMS</p> <ol style="list-style-type: none"> 1. Unemployment rate is high 2. Skill provider media is still scattered 3. People have difficulty finding work, especially during the pandemic 4. No informal skill provider platform 5. No media for skill owners to be productive from their skills 6. Trend to learn new skills with free time during quarantine 	<p>9. PROBLEM ROOT CAUSE</p> <ol style="list-style-type: none"> 1. Must stay at home 2. Access to meet other people is limited 3. Feeling bored 	
Identify strong TR & EM		<p>3. TRIGGERS TR</p> <p>Want to have / improve skills in a particular field</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>By taking courses, users can learn new skills and can improve their previous skills</p>	<p>10. YOUR SOLUTION SL</p> <ol style="list-style-type: none"> 1. Provide a platform that brings together skill providers with skill seekers 2. Provide a platform that not only provides formal but also informal skills 	<p>8. CHANNELS of BEHAVIOUR CH</p> <ul style="list-style-type: none"> • Community • Sosial Media (Youtube, FB, IG, Twitter, LinkedIn, Tiktok) • Content Distribution Platform • Word of Mouth • User Referrals • Partnership (Influencer & KOL)