

## Project Design Phase Problem – Solution Fit Template

Date	28 june 2025
Team ID	LTVIP2025TMID42539
Project Name	Book Nest
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:

- **Identify Needs** – Understand key issues like limited book access or poor organization.
- **Justify the Project** – Show why Book Nest is necessary and relevant.
- **Guide Feature Design** – Create features that directly solve real problems.
- **Improve Usability** – Ensure a smooth and helpful user experience.
- **Show Value** – Highlight how Book Nest adds real benefits for users.

### Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">CS</span> Who is your customer? I.e. working parents of 0-5 y.o. kids	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">CC</span> 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.	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">AS</span> 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	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">RC</span> 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.	<b>7. BEHAVIOUR</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">BE</span> 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)	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">TR</span> What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	<b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">SL</span> 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.	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">EM</span> 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.		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	