Project Design Phase
Problem – Solution Fit Template

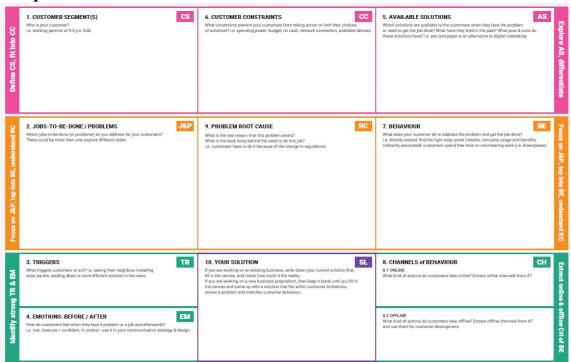| Date	28 june 2025
Team ID	LTVIP2025TMID59918
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem-Solution Fit Template is a structured format used in business, product development, or research to clearly define a problem and present a compelling solution that directly addresses it. It ensures you're solving a real, valuable problem for a specific audience.It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

➢ 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.

➢ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.

➢ **Template:**

References:

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