

Project Design Phase
Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID55634
Project Name	Booknest: Where Stories Nestle
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem-Solution Fit refers to the alignment between a clearly defined customer problem and a solution that effectively addresses it. Achieving this fit indicates that the solution meets a real need and delivers value to the target audience. It enables entrepreneurs, marketers, and innovation teams to identify user behaviors, uncover actionable insights, and understand why a particular solution resonates—laying the foundation for product-market success.

Purpose:

- ✔ Address complex challenges by creating solutions that are tailored to your customers' current context and needs.
- 🚀 Boost adoption and speed up success by aligning your solution with existing user habits, platforms, and behaviors.
- 🎯 Strengthen your marketing and messaging by identifying the right emotional and behavioral triggers that drive action.
- 👁️ Expand customer interaction points by solving problems that are frequent, urgent, or costly—building credibility and trust.
- 🔍 Analyze and understand the current user experience to discover areas where meaningful improvements can be made.

Template:

Problem Solution Fit Canvas 2.0		PopSse Pwasi	
SUN KUSTIAH	1. CUSTOMER SEGMENT(S) CS Who are the customers of this service? <ul style="list-style-type: none"> • Busy students working professionals, and casual readers who prefer online access to books • Admins or bookstore owners managing inventory and customer orders digitally 	6. CUSTOMER. CC What are the customer's needs and pain points? (What do they want?) <ul style="list-style-type: none"> • Limited budget or time to explore options. • Low digital literacy (for some users). • No account created – fear of data misuse. 	5. AVAILABLE SOLUTIONS AS What solutions are available to address the customer's needs and pain points? (What can we offer?) <ul style="list-style-type: none"> • Amazon, Flipkan, physical bookstores. • Pros. Trusted brands, wide range. • Cons: Overwhelming UX not tailored for book lovers, lacks wishlists, or admin control.
	2. JOBS-TO BE DONE / PROBLEMS JSF What jobs do the customers want to get done? (What problems do they want to solve?) <ul style="list-style-type: none"> • Users want to browse and buy books online easily. • Users need to save books for later (wishlist) • Admins need to manage books, users, and orders efficiently. 	8. PROBLEM ROOT CAUSE RC What are the root causes of the customer's problems? (Why are they having these problems?) <ul style="list-style-type: none"> • Digital platforms prioritize transactions over user experience. • Admins lack dedicated dashboards tailored for bookstore operations. • Readers have too many choices, but lack direction. 	7. BEHAVIOUR BE What are the customer's current behaviours? (How are they currently acting?) <ul style="list-style-type: none"> • Use online platforms (Amazon) to search titles. • Visit bookstores for personalized help. • Ask friends for recommendations.
FIT & CLIGAD, HIRU	5. TRIGGERS TR What triggers the customer's need for the solution? (What makes them want to solve the problem?) <ul style="list-style-type: none"> • Need to buy a book urgently (for study, interest, gillas) • Seeing friends or peers using online book platforms. 	10. YOUR SOLUTION SL What is your proposed solution? (What are you offering?) <ul style="list-style-type: none"> • A clean, responsive MERN-based bookstore app. • Features. Secure login Wishlist, filters. cart. order with address, admin panel. • Easy for users to browse and buy, powerful tools for admins to manage everything 	6. CHANNELS of BEHAVIOUR CH How will the customer reach the solution? (How will they find and use the solution?) 1. Google/book searches 2. Adding to cart or wish list, 3. Browsing games/filter 4. Order placement & reviews. 5. Social media 6. Referrals from friends 7. Direct mailings 8. Pop-ups 9. In-store displays 10. Partnerships with influencers
	4. EMOTIONS: BEFORE /AFTER EM How do the customer's emotions change before and after using the solution? (How do they feel before and after?) <ul style="list-style-type: none"> • Before: Confused, overwhelmed, Frustrated, untrusted, skeptical • After: Empowered, satisfied, in control, more 		9. CHANNELS of BEHAVIOUR CH How will the customer reach the solution? (How will they find and use the solution?) 1. Google/book searches 2. Adding to cart or wish list, 3. Browsing games/filter 4. Order placement & reviews. 5. Social media 6. Referrals from friends 7. Direct mailings 8. Pop-ups 9. In-store displays 10. Partnerships with influencers