

## Project Design Phase-I

### Problem – Solution Fit Template

Date	28 feb 2026
Team ID	LTVIP2026TMIDS53367
Project Name	Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth
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	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">CS</span> Policy analysts Research students Government decision makers Data analysts	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">CC</span> Large datasets Complex budget structure Time-consuming manual analysis Lack of interactive tools	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">AS</span> Traditional reports & spreadsheets Static graphs Manual analysis methods
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> Analyze Union Budget allocations Compare sector-wise spending Understand sustainable growth impact Generate clear insights	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">RC</span> Data spread across multiple sectors Lack of visual comparison tools Difficult trend identification	<b>7. BEHAVIOUR</b> <span style="float: right; background-color: #ffc107; padding: 2px 5px;">BE</span> Compare multiple reports Use dashboards for analysis Discuss findings in seminars
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">TR</span> New Union Budget release Need for policy analysis Requirement of data visualization Economic planning activities  <b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">EM</span> Before: Confused, overwhelmed by data After: Clear understanding, confident decision making	<b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">SL</span> Interactive Tableau dashboard Year-wise budget visualization Sector comparison analysis Sustainable growth insights	<b>8. CHANNELS OF BEHAVIOUR</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">CH</span> Online: Tableau dashboards, reports, research websites  <b>8.2 OFFLINE</b> Offline: Seminars, academic discussions, policy meeting

## References:

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