

## Project Design Phase

### Problem – Solution Fit Template

Date	20 JUNE 2025
Team ID	LTVIP2025TMID32471
Project Name	Enchanted Wings: Marvels of Butterfly Species
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.**

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	<b>CS</b>	<b>6. CUSTOMER CONSTRAINTS</b> <small>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.</small>	<b>CC</b>	<b>5. AVAILABLE SOLUTIONS</b> <small>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 &amp; cons do these solutions have? I.e. man and woman to see alternative to digital navigation</small>	<b>AS</b>	Explore AS, differentiate
	<ul style="list-style-type: none"> <li>Field researchers, ecologists</li> <li>Citizen scientists, students</li> <li>Nature photographers and ...</li> </ul>	<ul style="list-style-type: none"> <li>Limited access to internet in field locations</li> <li>Lack of species identification knowledge</li> <li>Time pressure to finish surveys or reports</li> </ul>	<ul style="list-style-type: none"> <li>Manual field guides and books</li> <li>Google image search or online forums</li> <li>Apps like iNaturalist (crowdsourced, not always accurate)</li> </ul>				
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	<b>J&amp;P</b>	<b>9. PROBLEM ROOT CAUSE</b> <small>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.</small>	<b>RC</b>	<b>7. BEHAVIOUR</b> <small>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)</small>	<b>BE</b>	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> <li>Identify butterfly species from images quickly and accurately</li> <li>Contribute to biodiversity data collection</li> <li>Avoid misclassification of similar-looking butterfly species</li> </ul>	<ul style="list-style-type: none"> <li>Butterfly identification is difficult due to visual similarities</li> <li>Traditional tools are too slow or complex</li> <li>Lack of real-time, field-ready tech for species classification</li> <li>Need for accessible, fast, and offline-capable tools</li> </ul>	<ul style="list-style-type: none"> <li>Take photos and check books/websites later</li> <li>Upload to group chats or forums for manual help</li> <li>Avoid collecting data if unsure about species</li> </ul>				
Identify strong TR & EM	<b>3. TRIGGERS</b> <small>What triggers customers to act? I.e. seeing their neighbour install</small>	<b>TR</b>	<b>10. YOUR SOLUTION</b> <small>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, address a problem and motivates customer behaviour</small>	<b>SL</b>	<b>8. CHANNELS of BEHAVIOUR</b> <small>as a pain point</small>	<b>CH</b>	Extract online & offline CH of BE
	<ul style="list-style-type: none"> <li>Seeing a rare or unknown butterfly during fieldwork</li> </ul>	<ul style="list-style-type: none"> <li>Works offline or in remote areas</li> <li>Easy-to-use web/mobile interface</li> <li>Ideal for field surveys, education, and conservation projects</li> </ul>	<ul style="list-style-type: none"> <li>Google Search</li> <li>iNaturalist or other mobile apps</li> </ul>				
<b>4. EMOTIONS: BEFORE / AFTER</b>		<b>EM</b>					
<ul style="list-style-type: none"> <li>Confused, unsure, slow, unconfident in species ID</li> <li><b>After:</b> Empowered, informed, fast, contributing meaningfully to science</li> </ul>			<b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7</small> <ul style="list-style-type: none"> <li>Field guides</li> <li>Asking professors or field supervisors</li> </ul>				