

Project Design Phase

Problem – Solution Fit Template

Date	21 Jan 2026
Team ID	LTVIP2026TMIDS25025
Project Name	Plugging into the Future: An exploration of electricity
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	1. CUSTOMER SEGMENT(S) CS Who is your customer? <ul style="list-style-type: none"> Government energy planners Electricity board officials Data analysts / Researchers Students studying energy trends 	6. CUSTOMER CC What constraints prevent your customers from taking action or limit their choices of solutions? Limited technical expertise Large unstructured datasets Time constraints Lack of centralized visualization tool	5. AVAILABLE SOLUTIONS AS 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? <ul style="list-style-type: none"> Manual Excel analysis Static reports Government data portals Basic charting tools 	Explore AS.
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <ul style="list-style-type: none"> Analyze state-wise electricity consumption Identify peak demand periods Compare yearly and sector-wise usage Generate reports for planning Understand consumption patterns clearly 	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? <ul style="list-style-type: none"> Data is scattered across sources No unified visualization system Raw data is difficult to interpret Lack of interactive filtering 	7. BEHAVIOUR BE 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) <ul style="list-style-type: none"> Download datasets from portals Use Excel for analysis Create manual charts Share PDF reports internally 	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? <ul style="list-style-type: none"> Rising electricity demand Need for policy decisions Requirement for academic analysis Reporting deadlines 	10. YOUR SOLUTION SL A web-based interactive dashboard that: <ul style="list-style-type: none"> Cleans and processes electricity data Provides state, year, and sector filtering Generates visual insights and comparisons Allows export of reports Supports better energy planning decisions 	8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 <ul style="list-style-type: none"> Government open data websites Web-based dashboards Email sharing of reports 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <ul style="list-style-type: none"> Internal meetings, Policy review discussions Printed reports 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? BEFORE: Confused by raw data, Overwhelmed by complex datasets, Uncertain about trends AFTER: Confident in decision-making, Clear understanding of patterns, Better planning confidence			