

Project Design Phase
Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TMID49371
Project Name	Comprehensive Analysis & Dietary Strategies
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:

1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> • Who are your customers? • College students with busy schedules • Students on tight budgets • Health-conscious youth 	2. JOBS-TO-BE-DONE / PROBLEMS JB <p>What problem do you solve for your current customers?</p> <ul style="list-style-type: none"> • Maintain a healthy diet, despite time or budget issues • Track food intake and nutrients 	5. AVAILABLE SOLUTIONS AS <p>What have they tried before?</p> <ul style="list-style-type: none"> • Skipping meals or eating fast food • Using calorie calculators manually • Asking friends for diet suggestions
3. TRIGGERS TR <p>What triggers them to seek your solution?</p> <ul style="list-style-type: none"> • Skipping meals frequently • Health issues or low energy • Access affordable, healthy food 	7. BEHAVIOUR BE <p>What do they currently do to solve it?</p> <ul style="list-style-type: none"> • Rely on packaged foods • Occasionally trying diet trends • Avoid the mess or skip meals 	8. CHANNELS OF BEHAVIOUR CH <p>Where do they act?</p> <ul style="list-style-type: none"> • ONLINE: <ul style="list-style-type: none"> – Diet apps, Google searches – YouTube fitness content • OFFLINE: <ul style="list-style-type: none"> – Campus mess, food kiosks – Local vendors
4. EMOTIONS: BEFORE / AFTER EM <p>How do they feel before and after?</p> <ul style="list-style-type: none"> • BEFORE, stressed, anxious about diet • AFTER: in control • motivated, healthier, aware • Aware of their habits 	10. YOUR SOLUTION SL <p>What do you offer?</p> <ul style="list-style-type: none"> • Nutrition-tracking mobile app • Dietitian chat/booking feature • Healthy food vending machines • Discounted nutritious meals via local vendors • Mindful eating workshops 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • Nutrition-tracking mobile app • Dietitian chat/booking feature • Healthy food vending machines • Mess food feedback to improve options