

**Project Design Phase
Problem – Solution Fit Template**

Date	25.june 2025
Team ID	LTVIP2025TMID53135
Project Name	LearnHUB:Your Center For Skill Enhancement
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 3-5 y.o. kids	6. CUSTOMER CONSTRAINTS 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.	5. AVAILABLE SOLUTIONS 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 price points do these solutions have? i.e. pen and paper is an alternative to digital note-taking.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explain different others.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the basic story behind the need to do this job? i.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right online portal, make the course and benefit; indirectly associated: customers spend free time on volunteering work (i.e. free space).	
Identify strong TR & EM	3. TRIGGERS When is trigger moment for act? i.e. seeing their neighbours installing solar panels, reading about a more efficient solution at the news.	10. YOUR SOLUTION 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, where a problem will motivate customer behaviour.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. fear, insecurity, no talent, no interest - use it in your personalisation strategy & design.		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	

Section	LearnHub-Focused Answer
1. Customer Segment	College students, working professionals, skill-seekers, job aspirants.
2. Jobs-To-Be-Done	Learn in-demand skills online, get certified, find job-oriented content, flexible learning.
3. Triggers	Need to upskill for jobs, see peers enrolling in courses, social media ads, career awareness.
4. Emotions: Before/After	Before: Confused, insecure, unmotivated. After: Confident, capable, career-focused.
5. Available Solutions	YouTube, Coursera, Udemy (often expensive or unstructured); LearnHub aims to simplify.
6. Customer Constraints	Lack of money, poor internet, time issues, no mentorship.
7. Behaviour	Search online, ask peers, watch free content, delay actual learning due to doubts.
8. Channels 8.1 Online	Social media, mobile apps, browser search. 8.2 Offline: Word of mouth, college workshops
9. Root Cause	Traditional learning lacks flexibility; online learning platforms are often costly or complex.
10. Your Solution	LearnHub – simple, accessible, modular skill-building platform with community and mentorship support.

References:

1.<https://www.ideahackers.network/problem-solution-fit-canvas/>

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