

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

Date	22 May 2025
Team ID	LTVIP2025TMID20310
Project Name	Resolvenow: Your Platform For Online Complaints
Maximum Marks	2 Marks

**Problem – Solution Fit :**

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:**

Many customers struggle with reporting service/product-related issues due to:

- Lack of a centralized platform to submit complaints
- No real-time tracking or updates on complaint status
- Poor communication between users and support agents
- Delay in resolutions due to manual complaint assignment and handling

**Solution:**

Our **Resolvenow:Your Platform For Online Complaints** offers:

- A centralized online platform for easy complaint registration from anywhere
- Real-time tracking and automatic status updates
- Built-in messaging for users to interact with assigned agents
- Role-based dashboards for users, agents, and admins to ensure faster and transparent resolution