

Project Design Phase
Problem – Solution Fit Template

Date	26 February 2026
Team ID	LTVIP2026TMIDS38083
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
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	6. CUSTOMER CONSTRAINTS	CC	5. AVAILABLE SOLUTIONS	AS
<ul style="list-style-type: none"> Clients who need freelancers for projects Freelancers looking for online work opportunities Students and professionals seeking freelance experience 		<ul style="list-style-type: none"> Lack of trust in unknown users Limited project visibility Communication delays 		<ul style="list-style-type: none"> Existing freelancing platforms with complex processes Social media-based hiring Manual freelancer search 	
2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE
<ul style="list-style-type: none"> Clients need skilled freelancers quickly Freelancers need genuine projects Difficulty in communication and trust verification 		<ul style="list-style-type: none"> No simple and centralized system for trusted freelance collaboration Lack of proper verification and structured workflow 		<ul style="list-style-type: none"> Searching multiple platforms for projects or freelancers Checking reviews and portfolios before selection 	
3. TRIGGERS	TR	4. TRIGGERS	TR	8. CHANNELS OF BEHAVIOUR	CH
<ul style="list-style-type: none"> Need to complete projects within deadlines Need to earn income or build portfolio Demand for online freelancing opportunities 		<ul style="list-style-type: none"> Need to complete projects within deadlines Need to earn income or build portfolio Demand for online freelancing opportunities 		<p>8.1 ONLINE: Freelancing websites, social media, email</p> <p>8.2 OFFLINE: Personal contacts, referrals</p>	
4. EMOTIONS: BEFORE / AFTER	EM	4. EMOTION: BEFORE / AFTER	EM	10. YOUR SOLUTION	SL
<ul style="list-style-type: none"> BEFORE: Confusion, uncertainty, frustration AFTER: Confidence, satisfaction, trust 		<ul style="list-style-type: none"> BEFORE: Confusion, uncertainty, frustration AFTER: Confidence, satisfaction, trust 		<p>SB Works provides a centralized freelancing platform with project posting, bidding system, portfolio management, real-time communication, and admin monitoring for secure and efficient collaboration.</p> <p>SB Works provides a centralized freelancing platform with project posting, bidding system, portfolio management, real-time communication, and admin monitoring for secure and efficient collaboration.</p>	
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