

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID01602
Project Name	SmartResume Generator
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 customer segments, fit into customer limitations		
<div style="background-color: #f1f3f4; padding: 5px; margin-bottom: 5px;"> 1. CUSTOMER SEGMENT(S) Add </div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Job seekers</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Students</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Freelancers and gig workers.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">HR professionals and recruiters.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">International job seekers.</div>	<div style="background-color: #f1f3f4; padding: 5px; margin-bottom: 5px;"> 6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> Add </div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Limited technical skills to use advanced tools.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Budget constraints</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Lack of time to create and customize resumes.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Skepticism about AI-generated content or data privacy.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Language barriers for non-native speakers.</div>	<div style="background-color: #f1f3f4; padding: 5px; margin-bottom: 5px;"> 5. AVAILABLE SOLUTIONS <small>PLUSSES & MINUSES</small> Add </div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Manual resume builders (Word, Google Docs, Canva).</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Online resume templates (Template.net, Zety).</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Basic resume generators (Indeed, LinkedIn Resume Builder).</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Professional resume-writing services (TopResume).</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Grammar and style checkers (Grammarly, ProWritingAid).</div>
Focus on problem, tap into behavior, understand root cause		
<div style="background-color: #f1f3f4; padding: 5px; margin-bottom: 5px;"> 2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> Add </div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Time-consuming resume creation process</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Resumes rejected by ATS.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Fear of grammar and style errors.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Lack of professional formatting and design.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Difficulty identifying relevant keywords for job roles.</div>	<div style="background-color: #f1f3f4; padding: 5px; margin-bottom: 5px;"> 9. ROOT / CAUSE OF PROBLEM Add </div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Lack of knowledge about ATS requirements</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">No access to affordable, professional tools.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Manual resume creation is inefficient and error-prone.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">No AI-powered tools to automate keyword optimization.</div>	<div style="background-color: #f1f3f4; padding: 5px; margin-bottom: 5px;"> 7. BEHAVIOR <small>+ ITS INTENSITY</small> Add </div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Download free or paid resume templates</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Hire professional resume-writing service</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Manually edit and tailor resumes for each job application.</div> <div style="border-bottom: 1px dashed #ccc; padding: 5px 0;">Research resume tips online or ask for feedback.</div>

Identify strong triggers & emotions

3. TRIGGERS

Add

Upcoming job application deadlines.

Rejection from ATS or recruiters.

Career transition or job loss.

4. EMOTIONS

Add

Frustration: Spending hours on resume creation.

Anxiety: Worrying about resume quality.

10. YOUR SOLUTION

Add

Automates keyword optimization and resume formatting.

Offers professional, ATS-compatible templates.

Provides real-time grammar and style checking.

Allows users to tailor resumes for specific job roles.

Is affordable and easy to use.

8. CHANNELS OF BEHAVIOR

ONLINE

Add

Job portals (LinkedIn, Indeed).

Social media platforms (Facebook, Twitter, LinkedIn).

Grammar and resume tools (Grammarly integration).

OFFLINE

Add

Career fairs and job expos.

Universities and colleges