## Project Design Phase Problem – Solution Fit Template

Date	15 February 2025	
Team ID	PNT2025TMID01602	
Project Name	SmartResume Generator	
Maximum Marks	2 Marks	

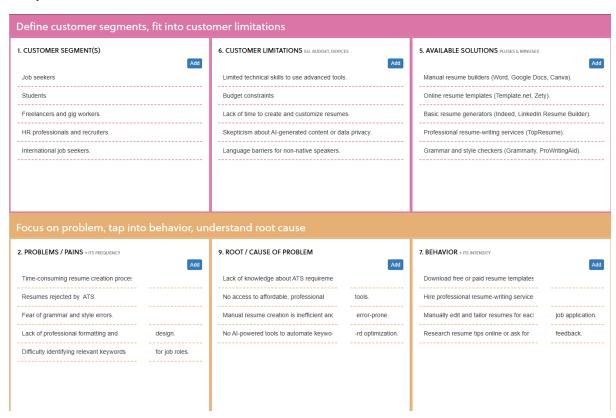
## **Problem – Solution Fit Template:**

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:**

Understand the existing situation in order to improve it for your target group.
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.
Sharpen your communication and marketing strategy with the right triggers and messaging.
Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
Solve complex problems in a way that fits the state of your customers.

## Template:



Identify strong triggers & emotions			
3. TRIGGERS	10. YOUR SOLUTION	8. CHANNELS OF BEHAVIOR	
Upcoming job application deadlines.	Add Automates keyword optimization and resume formatting.	ONLINE	
Rejection from ATS or recruiters.	Offers professional, ATS-compatible templates.	Job portals (LinkedIn, Indeed).	
Career transition or job loss.	Provides real-time grammar and style checking.	Social media platforms (Facebook, Twitter, LinkedIn).	
4. EMOTIONS	Allows users to tailor resumes for specific job roles.	Grammar and resume tools (Grammarly integration).	
Add Frustration: Spending hours on resume creation.	Is affordable and easy to use.	OFFLINE	
- Traditions operating from our found of called in		Add	
Anxiety: Worrying about resume quality.		Career fairs and job expos.	
		Universities and colleges	