

Project Design Phase

Problem – Solu on Fit Template

Date	24 January 2026
Team ID	LTVIP2026TMIDS87011
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

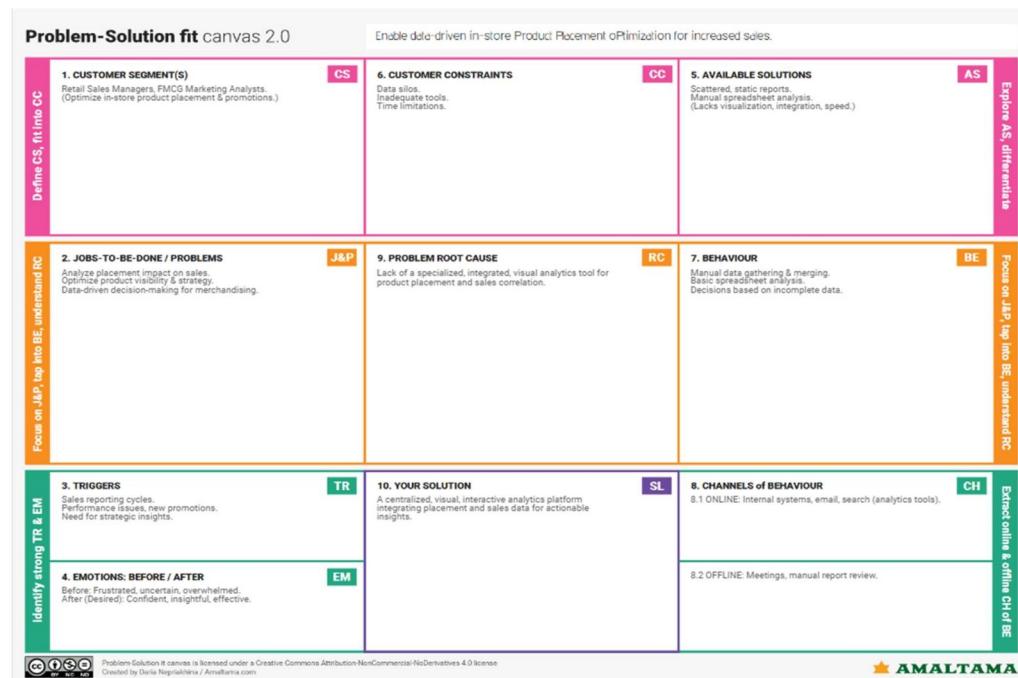
Problem – Solu on Fit Template:

The Problem - Solu on Fit simply means that you have found a problem with your customer and that the solu on you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators idenfy behavioral paerns and recognize what would work

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solu on a dop on by tapping intonexin media and channels of behavior.
- Sharpen your communica on and markeng 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 exisngsitua on in order to improve it for your target group.

Template:



References:

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