

Project Design Phase

Problem - Solution Fit Template

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| Date | 18 February 2026 |
| Team ID | LTVIP2026TMIDS24188 |
| Project Name | Visualization Tool For Electric Vehicle Charge And Range Analysis |
| 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:

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| Define CS, CR & CC 1. CUSTOMER SEGMENT(S) Who is your customer? As a working parent of a young child, I constantly feel torn between my job and my desire to take care of the care and attention they need. I don't always have time to research the best activities or find trustworthy childcare options. I want something simple, reliable, and supportive that helps me manage parenting without feeling overwhelmed or guilty. Focus on: JAP, BE, AS, offline CR | CS 6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices This section is meant to identify barriers or limitations that your target customers face, which can prevent them from adopting or benefiting from your proposed solution. Examples given include: • Spending power • Budget • No cash • Network connection Available devices: Would you like help filling this out for a specific customer segment/user case? | CC 5. AVAILABLE SOLUTIONS What solutions are available to your customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital note-taking Currently, working parents rely on a mix of informal and digital methods to manage their schedules. Many use paper planners, digital calendar software, paper-based planners, to-do lists, WhatsApp groups with caregivers, and digital calendars like Google Calendar. Some have used parenting apps that offer reminders and tracking features. While these tools are effective, many complain they each have limitations. Paper tools are easy but not shareable in real-time. Messaging apps lack structure, and digital tools may be too complex or time-consuming to manage alongside a busy routine. Accessibility, device availability, and time constraints are major factors that affect solution choice. Explore AS, differentiate Focus on: AS, BE, AS, offline CR |
| Identify strong TR & EM 2. JOBS-TO-BE-DONE / PROBLEMS What jobs-to-be-done (or problems) do you address for your customers? Working parents of young children often struggle to manage time effectively while balancing job responsibilities and childcare duties. Key jobs-to-be-done include organizing daily routines, ensuring their child's safety and learning, coordinating with caregivers or family members, and finding trustworthy childcare solutions. They also need to help their community by attending meetings, errands, track appointments, and get reminders for tasks. The lack of integrated, easy-to-use systems adds stress and results in missed tasks or inefficient time use. Focus on: JAP, BE, AS, offline CR | J&P 9. PROBLEM ROOT CAUSE What is the real reason behind this problem exist? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations. This is part of a problem-solving or design thinking framework. It encourages digging beyond surface-level symptoms to understand systemic or underlying causes—often related to external forces (e.g., regulations, trends, behaviors, or outdated systems). Would you like help applying this template to your own project? If yes, please tell me the problem you're working on. | RC 7. BEHAVIOR What does your customer do to address the problem and get the job done? I.e. directly related: Find the right solar panel; install, calculate usage and benefits; indirectly associated: customers spend fewer time on educating work (i.e., sunscreen). |
| Identify external or internal events that prompt the customer to take action. 3. TRIGGERS What triggers customers to act? i.e., seeing their neighbour installing solar panels, reading about a more efficient solution in a news article, seeing their neighbour installing solar panels Reading about a more efficient solution in the news Identity external or internal events that prompt the customer to take action. | TR 10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits within customer limitations. If you are working on a new business, draw a blank canvas, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, afterwards, fill in the canvas. The problem I'm working on is as follows: [start writing in the image, but it appears to be related to finding a solution to a business problem]. Analyze the template. The template provides guidance on how to approach the problem-solving process. It suggests starting with identifying the problem root cause, then defining the solution. If working on a new business proposition, it advises keeping the canvas blank until fitting it in and coming up with a solution that fits within customer limitations and matches customer behavior. Determine the solution. | SL 8. CHANNELS OF BEHAVIOR What kind of actions do customers take online? Extract online channels from #7 and use them for customer engagement. CH 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer engagement. • Visiting physical stores • Attending events or workshops • Buying online or in-store • Using customer service hotlines • Participating in focus groups or surveys Focus on: AS, BE, AS, offline CR |
| 4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job afterwards? I.e. lost, insecure + confident, in control – use it in your communication strategy & design. This emotional journey can help tailor your communication strategy and product/service design. | EM | |

References:

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