

Project Design Phase

Problem – Solution Fit Template

Date	22 February 2026
Team ID	LTVIP2026TMIDS24072
Project Name	ShopEZ:One-Stop Shop for Online Purchases
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 CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids	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.	5. AVAILABLE SOLUTIONS Which solutions are available to the 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 notetaking	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? 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.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	Extract online & offline CH of BE	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure > confident, in control - use it in your communication strategy & design.		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	
		Extract online & offline CH of BE		


References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>

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

Problem-Solution Fit canvas		Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Online shoppers (25-40) Overwhelmed by choice, looking by unique, Sustainable fashion/tech. 	6. CUSTOMER LIMITATIONS CL EG. BUDGET, DEVICES	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> Amazon/Esty: (\$500 per item too Mobile first iut (70%) Limited time (atnyg min cbax iocer, Skefated of yeep quality, & limitic hiirn session ad)
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> Decision fatigue (High) Irelelvant fatigue (High) Finding unique, noi (High) Trusting scrobdims not (High) Time wasted (P rreangerd dalyg (High) Time wasted's.ustffromoforusniem) High 	9. PROBLEM ROOT / CAUSE RC 9. PROBLEM ROOT / CAUSE	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Reabniss serreeuoids of filter a losctt not roldouds Endless scolling, Sart (High High inctiualted von sart faves tui bochy High Using rim time prsomskl High rtegrithis, user wpldaed loop No sentiment feebback analysis Red of bene/aest ahead youn ba bly sviews & raves review.
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Social media ad for Svedding outfit", Friend Wedding thiopy 	10. YOUR SOLUTION SL <p>AI-driven personalized shopping Assistant</p> <p>Semantic algorithms.</p> <p>Semiantic search + visual discovrys, High</p> <p>Integrates uploadal wt refs, ertinsulk, shtired</p> <p>wor hii les h eurt decing this allecniend</p> <p>Curated ton collections</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> Instagram/TITok Pinterest Boarcl Google Search <p>OMLINE</p> <ul style="list-style-type: none"> Talking shopping Physical stores
	4. EMOTONEleed, Happy EM <ul style="list-style-type: none"> Confident, Satisfied Anxious Efficient 		Extract online & offline CH of BE
Identify strong TR & EM			


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