

Project Design Phase
Problem – Solution Fit Template

Date	1 July 2025
Team ID	LTVIP2025TMID49753
Project Name	Heritage Treasures: An-In Depth Analysis of UNESCO World Heritage Sites
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:

Problem–Solution Fit canvas		Purpose / Vision
1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Young travelers History and culture enthusiasts Students and educators Policy makers and NGOs focused on heritage 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of awareness or access to accurate information Limited budgets for travel or educational resources Desire to engage in preservation or education initiatives 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Government websites and brochures UNESCO's official listings Travel blogs (may lack accuracy) Museum visits or documentaries
2. JOBS TO-BE-DONE / PROBLEMS JP <ul style="list-style-type: none"> Want to learn about the cultural and historical value of world heritage sites Need a reliable platform for virtual or physical exploration Desire to engage in preservation or education initiatives 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Insufficient interactive educational tools Lack of storytelling around sites Minimal involvement of youth in preservation dialogue 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Users usually browse briefly to move on Hardly take action to learn deeper or get involved
3. TRIGGERS TR <ul style="list-style-type: none"> Planning a trip School/college project Social media or news article about heritage in a place Curiosity about global cultures 	10. YOUR SOLUTION SL <p>Create a UNESCO Heritage Treasures Platform:</p> <ul style="list-style-type: none"> Offers immersive virtual tours using AR/VR and storytelling Integrates educational content (quizzes, games, projects) Allows users "adopt" a site and engage in companions Multilingual, accessible, and includes local perspectives 	8. CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> Youtube / Instagram (for virtual Tours) Educational apps and online courses School programs or workshops
4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before: Confused, unaware; disconnected After: Informed; Inspired; connected to global 		

References:

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