

Project Design Phase
Problem – Solution Fit Template

Date	1 March 2025
Team ID	PNT2025TMID00740
Project Name	Global Food Production and Trend Analysis
Maximum Marks	2

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.

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Farmers and Agricultural Producers
Policymakers and Government Agencies
Researchers and Academics
Non-Governmental Organizations (NGOs)
Industry Stakeholders
Consultants and Community Groups

CS

6. CUSTOMER CONSTRAINTS

Limited Access to Technology
Resource Constraints
Time Limitations
Knowledge Gaps
Regulatory Barriers
Cultural and Language Differences

CC

5. AVAILABLE SOLUTIONS

Mobile-Friendly Platforms
Funding and Grants
Flexible Scheduling
Training and Capacity Building
Policy Advocacy Support
Multilingual Resources

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Accessing Relevant Data
Improving Agricultural Practices
Navigating Policy Changes
Building Collaborative Networks
Enhancing Community Engagement
Adapting to Market Demands

J&P

9. PROBLEM ROOT CAUSE

Insufficient Training and Education
Limited Communication Channels
Resource Constraints
Regulatory Complexity
Cultural Barriers

RC

7. BEHAVIOUR

Reluctance to Adopt New Technologies
Preference for Traditional Practices
Limited Engagement in Collaborative Efforts
Resistance to Change in Established Policies
Inconsistent Participation in Training Programs
Cautious Approach to Data Utilization

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

Reluctance to Adopt New Technologies
Preference for Traditional Practices
Limited Engagement in Collaborative Efforts
Resistance to Change in Established Policies
Inconsistent Participation in Training Programs
Cautious Approach to Data Utilization

TR

4. EMOTIONS: BEFORE / AFTER

Before:
Frustration
Skepticism
Overwhelm
Isolation
Anxiety

After:
Empowerment
Relief
Optimism
Connection
Satisfaction

EM

10. YOUR SOLUTION

Develop an Integrated Digital Platform
Implement Training and Capacity Building Programs
Establish a Funding and Support Network
Facilitate Policy Advocacy and Input
Create Multilingual and Culturally Relevant Resources
Foster Community Engagement Initiatives

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE:
Social Media Platforms
Webinars and Online Workshops
Email Newsletters
Online Forums and Discussion Groups
Digital Resource Repositories
Mobile Applications

CH

8.2 OFFLINE:
Community Meetings and Workshops
Agricultural Fairs and Expos
Printed Educational Materials
Local Networking Events
Field Demonstrations and Training Sessions
Partnerships with Local Organizations

Extract online & offline CH of BE



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