**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 20 February 2026 |
| Team ID | LTVIP2026TMIDS79232 |
| Project Name | Booknest: Where Stories Nestle |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

Problem-Solution Fit refers to the alignment between a clearly defined customer problem and a solution that effectively addresses it. Achieving this fit indicates that the solution meets a real need and delivers value to the target audience. It enables entrepreneurs, marketers, and innovation teams to identify user behaviors, uncover actionable insights, and understand why a particular solution resonates—laying the foundation for product-market success.

**Purpose:**

✅ Address complex challenges by creating solutions that are tailored to your customers’ current context and needs.

🚀 Boost adoption and speed up success by aligning your solution with existing user habits, platforms, and behaviors.

🎯 Strengthen your marketing and messaging by identifying the right emotional and behavioral triggers that drive action.

🔗 Expand customer interaction points by solving problems that are frequent, urgent, or costly—building credibility and trust.

🔍 Analyze and understand the current user experience to discover areas where meaningful improvements can be made.

**Template:**

