

Project Design Phase

Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID59395
Project Name	BOOKNEST: WHERE STORIES NESTLE
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem–Solution Fit means identifying a real problem faced by your customer and ensuring your solution actually addresses that issue. This helps teams ensure they’re building something useful and usable.

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Increase adoption by tapping into familiar behavior and channels.
- Sharpen marketing and communication by understanding the problem context.
- Find the right behavior-problem fit for trust and usability.
- Understand the current customer situation in order to improve it.

Template:

Below is a simplified version of a Problem–Solution Fit canvas tailored for BookNest:

1. Customer Segment	Students, readers, book lovers
2. Customer Constraints	Limited book access, delayed delivery
3. Value Proposition	Affordable rental, timely access, personalized recs
4. Jobs-to-be-Done	Discover books, rent affordably, join community
5. Root Cause	Limited local availability, no peer reviews
6. Behavior	Online browsing, social media reviews, app installs
7. Solution Features	Book wishlist, rental durations, reader forums
8. Success Metrics	User retention, rentals/month, review count

References:

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