**Project Design Phase**

**Problem – Solution Fit Template**

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| 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:

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| 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