**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 28 june 2025 |
| Team ID | LTVIP2025TMID59298 |
| Project Name | BookNest: Where Stories Nestle |
| Maximum Marks | 2 Marks |

**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:**

