

Project Design Phase
Problem - Solution Fit Template

Date	5 March 2025
Team ID	PNT2025TMID01422
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) <i>Farmers and Agricultural Producers</i> <i>Policy makers and Government Agencies</i> <i>Researchers and Academics</i> <i>Non-Terminalized Organizations (NTOs)</i> <i>Industry Stakeholders</i> <i>Consumers and Community groups</i>	CS	6. CUSTOMER CONSTRAINTS <i>Limited Access to Technology</i> <i>Resource Constraints</i> <i>Time Limitations</i> <i>Regulatory Gaps</i> <i>Regenerative Barriers</i> <i>Cultural and Language Differences</i>	CC	5. AVAILABLE SOLUTIONS <i>Mobile-Friendly Platforms</i> <i>Training and Capacity Building</i> <i>Flexible Scheduling</i> <i>Participatory Design</i> <i>Policy Advocacy Support</i> <i>Multilingual Resources</i>	AS	Explore AS, fit into CS
	2. JOBS-TO-BE-DONE / PROBLEMS <i>Accessing Relevant Data</i> <i>Improving Agricultural Practices</i> <i>Managing Risk Changes</i> <i>Building Collaborative Networks</i> <i>Enhancing Community Engagement</i> <i>Adapting to Market Demands</i>	J&P	9. PROBLEM ROOT CAUSE <i>Insufficient Training and Education</i> <i>Limited Communication Channels</i> <i>Resource Constraints</i> <i>Regulatory Complexity</i> <i>Cultural Barriers</i>	RC	7. BEHAVIOUR <i>Resistance to Adopt New Technologies</i> <i>Preference for Traditional Practices</i> <i>Limited Engagement in Collaborative efforts</i> <i>Resistance to Change in Established Roles</i> <i>Overlooked Participation in Training Programs</i> <i>Outdated Approach to Data Utilization</i>	BE	
Identify along TR & EM	3. TRIGGERS <i>Resistance to Adopt New Technologies</i> <i>Preference for Traditional Practices</i> <i>Limited Engagement in Collaborative Efforts</i> <i>Resistance to Change in Established Roles</i> <i>Overlooked Participation in Training Programs</i> <i>Outdated Approach to Data Utilization</i>	TR	10. YOUR SOLUTION <i>Develop an Integrated Digital Platform</i> <i>Implement Training and Capacity Building Programs</i> <i>Establish a Funding and Support Network</i> <i>Facilitate Policy Advocacy and Support</i> <i>Create Multilingual and Culturally Relevant Resources</i> <i>Foster Community Engagement Initiatives</i>	SL	8. CHANNELS of BEHAVIOUR S.1 ONLINE <i>Digital Mobile Platforms</i> <i>Webinars and Online Workshops</i> <i>Email Newsletter</i> <i>Online Forums and Discussion Groups</i> <i>Digital Resource Repository</i> <i>Mobile Applications</i> S.2 OFFLINE <i>Community Meetings and Workshops</i> <i>Field-based Training Programs</i> <i>Participatory Design Sessions</i> <i>Local Networking Events</i> <i>Field Demonstrations and Training Sessions</i> <i>Partnerships with Local Organizations</i>	CH	Extract TR & EM, fit into CH of BE
	4. EMOTIONS: BEFORE / AFTER: <i>Before:</i> <i>Isolation</i> <i>Uncertainty</i> <i>Overwhelm</i> <i>Disempowerment</i> <i>Helplessness</i> <i>Confusion</i> <i>Disconnection</i> <i>After:</i> <i>Empowerment</i> <i>Confidence</i> <i>Collaboration</i> <i>Support</i> <i>Resilience</i> <i>Community</i> <i>Empowerment</i> <i>Support</i> <i>Resilience</i>	EM	<i>Empowered</i> <i>Increased access to data and resources</i> <i>Enhanced skills and knowledge among stakeholders</i> <i>Stronger collaboration and networking opportunities</i> <i>Increased transparency and accountability</i> <i>Greater community involvement in sustainable practices</i>				



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