

Project Design Phase

Problem – Solution Fit Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS69897
Project Name	BOOK NEST
Maximum Marks	2 Marks

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.**

Template:

<p>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 2-8 yrs. kids</p>	<p>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, internet connection, available devices.</p>	<p>9. AVAILABLE SOLUTIONS Which solutions are available for the customers when they face the problem or need to get the job done? What have they tried in the past? What price to one do these solutions have? on pen and paper to an alternative to digital marketing</p>
<p>2. JOBS TO BE DONE / PROBLEMS Which jobs or burdens (or problems) does address for your customer? These would mean there are multiple different users.</p>	<p>5. PROBLEM ROOT CAUSES What is the real reason that this problem exists? What is the best story behind the need for this part? i.e. customers have to do it because of the changing regulations.</p>	<p>7. BEHAVIOR What does your customer do to address the problem and get the job done? i.e. directly purchase, find the right note pad, notebooks, calculator, usage and benefits (indirectly associated) customers spend time time on understanding needs (i.e. entrepreneurs).</p>
<p>3. TRIGGERS What triggers customers to act? i.e., seeing their neighbour installing solar panels, needing about a more efficient solution in the news.</p>	<p>10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, all in one place, and check how much it fits really. If you are working on a new business, write down what you want to keep it blank until you fit in the vision and come up with a solution that fits within customer limitations, values, aspirations and matches customer behaviour.</p>	<p>8. CHANNELS OF BEHAVIOR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from IT and use them for customer development.</p>
<p>4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, confused, overwhelmed, in control – use it for user communication strategy & design.</p>		<p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from IT and use them for customer development.</p>

References:

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