Project Design Phase

Problem – Solution Fit Template

Date: 16 February 2026

Team ID: LTVIP2026TMIDS81707

Project Name: ShopEZ: One-Stop Shop for Online Purchases

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 solving frequent annoyances, or urgent or costly problems

- Understand the existing situation in order to improve it for your target group

Template:

CUSTOMER SEGMENTS `CS` Who are your customers? e.g. kids	**C. CUSTOMER CONSTRAINTS** `CC` What are the constraints they are reting with? e.g. budget limitations or lack of time
JOBS: TO-BE-DONE/PROBLEMS `JBP` What jobs do your customers expect to get done or what problems do they have? e.g. people want to oder or shop onlino conveniently	**P. PROBLEM ROOT CAUSE** `RC` What is the root cause of the probiern? e.g. busy work schedules and long check-out process
TRIGGERS `TR` Identify internal or external settings that trigger problem awareness, e.g. birthdays or other special occasions	**S. YOUR SOLUTION** `SL` How would your solution sive your current solution on? e.g. your product or service helps customers make quick and affordable online purchases
EMOTIONS: BEFORE / AFTER `EM` identify internal or external settieds that trigger problem awareness e.g. birthdays or other special occeasions **EMOTIONS: BEFORE / AFTER**	**CH. CHANNELS & BEHAVIOUR CHANGE** `CH` Which channels do customers use? Which digital or online channes suit? e.g. customers use orline appiicantions for holiday.girts and reference confe