

Project Design Phase

Problem – Solution Fit Template

LTVIP2026TMIDS60356

Date	26 febraury 2026
Team ID	LTVIP2026TMIDS60356
Project Name	Educational Organisation Using ServiceNow
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:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, articulate CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer segment relevant?</small> <ul style="list-style-type: none"> School principals, college administrators, academic coordinators, institution managers HR officers at K-12 schools, colleges, and universities 	6. CUSTOMER CONSTRAINTS CC <small>What constraints prevent us from solving our customers as the problem as first our intention for</small> <ul style="list-style-type: none"> Rely on manual and paper-based processes Data scattered across spreadsheets and siloed systems Delays in report generation and communication gaps 	5. AVAILABLE SOLUTIONS AS <small>Which solutions are available to the customers when they face their problems</small> <ul style="list-style-type: none"> Traditional systems that don't offer integrated platforms Basic student information software (SIS) lacking real-time dashboards and workflows Manual tracking of student queries
	2. JOBS-TO-BE-DONE / PROBLEMS J4P <small>Achieve CC aim no CC</small> <ul style="list-style-type: none"> Streamline admissions and enrollment Track student attendance and academic progress Automate approval workflows Manage teacher records and leave requests Handle student queries efficiently 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Absence of centralized & integrated system Workflows are not automated Processes are manual and error-prone. Insufficient insights into institutional data 	7. BEHAVIOUR BE <small>articulate CS, articulate CC</small> <ul style="list-style-type: none"> Users manage data on isolated spreadsheets and systems Rely on emails and paper for approval processes Difficulty accessing updated attendance and performance data Track student complaints and requests manually
Timeline msg fit	3. TRIGGERS TR <ul style="list-style-type: none"> Need to reduce administrative workload Expectation for real-time academic reports Interest in digital transformation 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ServiceNow-based Educational Management System (EMS) Centralized database for student and faculty data Automated workflows for admissions, approvals, tracking Real-time dashboards and analytics for performance, compliance 	8. CHANNELS OF BEHAVIOUR CH <small>articulate CS, articulate CC</small> <ul style="list-style-type: none"> Internal staff meetings Staff training sessions Educational technology-blogs and forums Case studies and demos showcasing ServiceNow EMS
	3. TRIGGERS TR <ul style="list-style-type: none"> Need to reduce administrative workload Expectation for real-time academic reports Interest in digital transformation 	4. EMOTIONS: BEFORE / AFTER Before: Overwhelmed by paperwork and scatterict data After: Retieved with centralized, automated management	8. CHANNELS OF BEHAVIOUR CH <small>articulate CS, articulate CC</small> <ul style="list-style-type: none"> Internal staff meetings Staff training sessions Educational technology blogs and forums Case studies and demos showcasing ServiceNow EMS
	4. EMOTIONS: BEFORE / AFTER EM Before: Overwhelmed by paperwork and scattered data		

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References:

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