

Project Design Phase

Problem – Solution Fit Template

Date	28 January 2026
Team ID	LTVIP2026TMIDS62799
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
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:

1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 3-10 year old.	2. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. - competing offers, budget restraints, network connections, available devices.	3. AVAILABLE SOLUTIONS What solutions are available to the customers when they face the problem? Is there a direct link between the problem and the solution? What price & costs do these solutions have? i.e. print and paper vs an alternative to digital marketing.
4. JOBS-TO-BE-DONE / PROBLEMS Which jobs do your customers do or problems do you address for your customer? There could be more than one explore different sides.	5. PROBLEM ROOT CAUSE What is the real reason that your problem exists? What is the logic behind the need to do this job? i.e. customers have to do it because of the change in regulations.	6. BEHAVIOR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solution, install, calculate usage and benefits indirectly associated: customers spend free time on volunteering work i.e. entrepreneurship
7. TRIGGERS What triggers customers to act? i.e. seeing many neighbors installing solar panels, hearing about a more efficient solution to the news.	8. YOUR SOLUTION If you are working on an existing business, write down your customer solution here. If you are starting a new business, write down how this will look like. If you are working on a new business proposition, then map it back with your job in the cause and come up with a solution that fits with customer (customer solves a problem and creates customer satisfaction).	9. CHANNELS OF BEHAVIOR What kind of solutions do customers take before they act within channels from ET point of view for customer development?
10. EMOTIONS: BEFORE / AFTER How do customers feel when they have a problem or a job and afterwards? i.e. helplessness + resistance, in control + ease + to your commercialization strategy & design.		11. CH Extract solutions & refine CH of BE

References:

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