Problem – Solution Fit Template:

The Problem-Solution Fit demonstrates that we have accurately identified key challenges in remote communication and collaboration, and that our video conferencing application addresses these challenges effectively. This framework helps technology developers identify user needs and behavior patterns to create solutions that gain rapid adoption and provide measurable value.

Purpose:

- **Solve complex communication challenges** in ways that align with users' existing workflows and technical capabilities.

- 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.

- **Create multiple value touchpoints** by addressing both urgent communication needs (reliable video calls) and enhancing productivity through integrated collaboration tools.

- **Understand existing communication patterns and limitations.**

Template:

1. CUSTOMER SEGMENT(S)   **CS**

Who is your customer?

- Remote workers and distributed teams
- Educational institutions (teachers, students)
- Healthcare providers (telehealth)
- Small to medium businesses
- Event organizers for virtual gatherings

6. CUSTOMER CONSTRAINTS   **CC**

What constraints prevent customers from taking action?

- Limited bandwidth/unreliable connections
- Lack of technical knowledge
- Budget constraints for premium solutions
- Security and privacy concerns
- Time zone coordination difficulties

5. AVAILABLE SOLUTIONS   **AS**

What solutions are currently available?

- Zoom, Microsoft Teams, Google Meet
- WebEx, GoToMeeting
- Discord, Slack video calls
- Open-source solutions (Jitsi)
- Enterprise communication platforms

2. JOBS-TO-BE-DONE / PROBLEMS   **JTBD**

What job/problem do you address for customers?

- Reliable team communication
- Seamless document/screen sharing
- Interactive virtual presentations
- Secure meeting environments
- Cross-platform accessibility

9. PROBLEM ROOT CAUSE   **RC**

What is the real reason this problem exists?

- Distributed workforce requiring coordination
- Complex tech creating barriers to adoption
- Poor network infrastructure in some regions
- Inability to replicate in-person dynamics
- Balancing security with easy access

7. BEHAVIOUR   **BE**

How does your customer act to address the problem?

- Uses multiple platforms for different needs
- Relies on asynchronous communication
- Sacrifices security for convenience
- Uses workarounds for sharing materials
- Schedules excessive meetings to compensate

3. TRIGGERS   **TR**

What triggers customers to act?

- Remote work mandates
- Frustration with current solutions
- Need for better engagement features
- Security breaches in existing platforms
- Global team expansion

4. EMOTIONS: BEFORE / AFTER   **EM**

BEFORE: Frustration, anxiety, disconnected

10. YOUR SOLUTION   **SL**

How does your product solve the problem?

- WebRTC-based secure video conferencing
- Adaptive streaming for low bandwidth
- Integrated document collaboration
- End-to-end encryption
- Interactive engagement tools
- Simple, intuitive UI across all devices

8. CHANNELS of BEHAVIOUR   **CH**

8.1 ONLINE
- Web browsers (desktop and mobile)
- Native mobile applications
- Integrations with calendar systems

8.2 OFFLINE
- Recording and sharing sessions
- Downloadable meeting resources

Section	Details (Based on VIDEO CONFERENCE APP project)
1. Customer Segment(s) (CS)	- Remote working professionals seeking reliable communication tools - Educational institutions (teachers, students) for virtual classrooms

	• Healthcare providers using telehealth services • Small to medium businesses with distributed teams
2. **Jobs-To-Be-Done / Problems (J&P)**	• Difficulty in hosting stable, high-quality video meetings • Lack of integrated collaboration tools within a single platform • No easy way to schedule and manage multiple meetings • Inadequate security measures for sensitive discussions
3. **Triggers (TR)**	• Transition to remote/hybrid work models • Need for virtual learning environments

	• International team collaboration requirements • Dissatisfaction with current video platforms
4. **Emotions:** **Before / After (EM)**	• **Before:** Frustrated with disconnections, anxious about technical issues, overwhelmed by complex interfaces, isolated from team members • **After:** Confident in communication, relieved about reliability, engaged with colleagues, productive in virtual meetings
5. **Available** **Solutions (AS)**	• Mainstream platforms (Zoom, MS Teams, Google Meet) • Enterprise solutions (Webex, GoToMeeting) • Social media video options (Discord, Facebook Rooms)

	• Open-source alternatives (Jitsi) • **Pros:** Wide adoption, feature-rich • **Cons:** Security concerns, bandwidth issues, feature bloat, subscription costs
6. **Customer Constraints (CC)**	• Limited bandwidth in some work environments • Varying technical expertise among users • Budget constraints for premium solutions • Privacy and security compliance requirements • Device and browser compatibility issues

7. **Behaviour (BE)**	• Switching between multiple platforms for different meeting needs • Using workarounds for missing features • Scheduling shorter or fewer meetings due to fatigue • Supplementing with messaging apps for quick communication

8.
 	
Channels of Behaviour (CH)
	• **8.1** **Online**
	   Web browsers
	
	• Mobile applications
	
	• Desktop applications
	
	• Smart TV/conference room
	   systems
	
	8.2 **Offline**

	Phone conference bridges as backup
	• Recorded meeting archives
	• Downloaded presentation materials
9. **Problem Root Cause (RC)**	• Fragmented communication ecosystem requiring multiple tools
	• Poor optimization for varying network conditions
	• Complex user interfaces creating barriers to adoption
	• Inadequate security architecture in existing solutions
10. **Your Solution (SL)**	**VIDEO CONFERENCE APP:** A full-stack web application offering:

	• Adaptive streaming quality based on available bandwidth