

PROJECT DESIGN PHASE

PROBLEM – SOLUTION FIT TEMPLATE

Date:	2 NOVEMBER 2025
Team ID:	NM2025TMID00668
Project Name:	Calculating Family Expenses using ServiceNow
Maximum Marks:	2 Marks

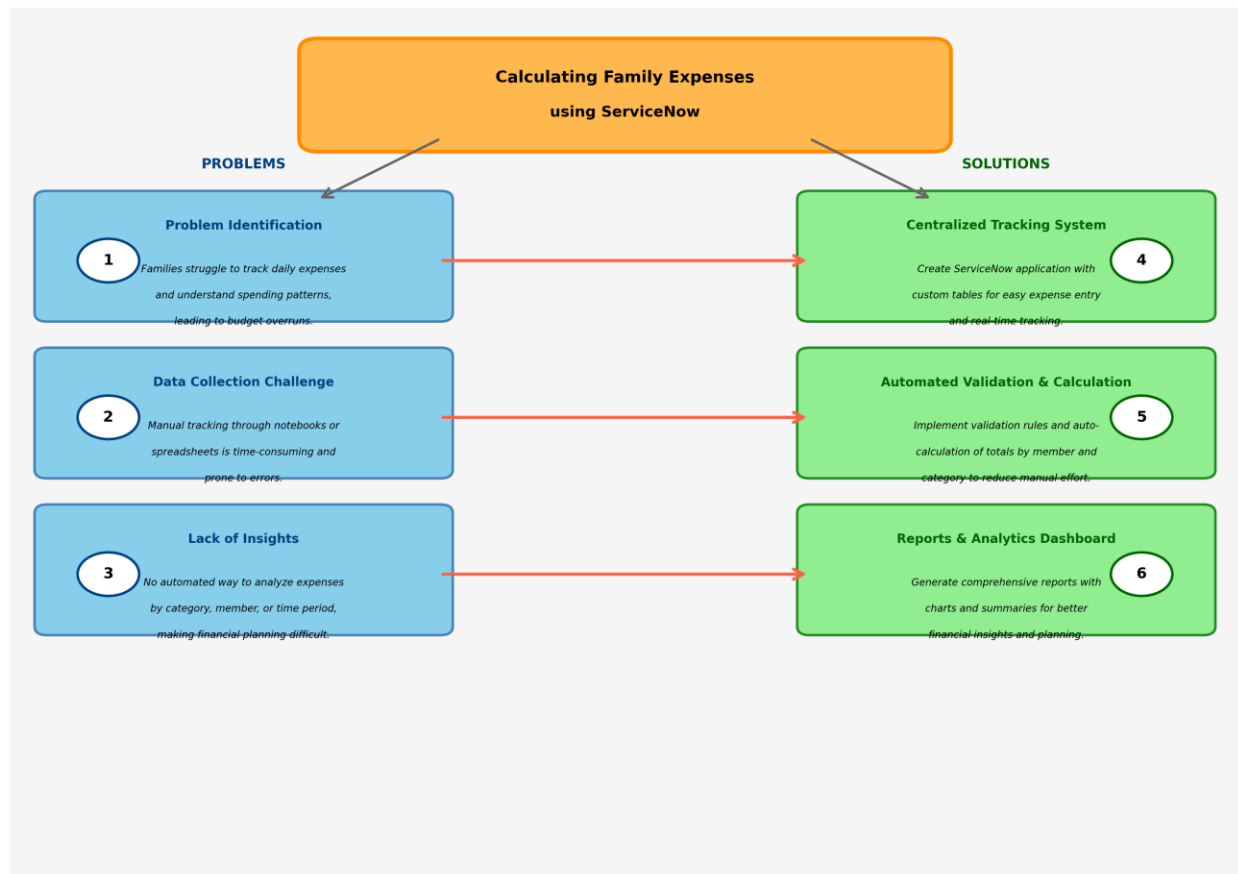
Problem – Solution Fit Template:

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:



The project "Calculating Family Expenses using ServiceNow" addresses a crucial gap in personal financial management for families. By providing a centralized platform to track, categorize, and analyze daily expenses, we significantly improve financial transparency, budget control, and spending awareness. This solution not only simplifies expense tracking but also empowers families with data-driven insights for better financial planning. With the successful implementation of automated calculations, validation rules, and comprehensive reporting in ServiceNow, this project sets a foundation for building smarter financial management tools that help families achieve their financial goals and maintain healthy spending habits.

References:

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