

## Project Design Phase

### Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID53236
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 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:

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">Who is your customer? (i.e. existing persona of 50 y.o. male)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">CS</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">6. CUSTOMER CONSTRAINTS</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">What constraints prevent your customers from taking action to solve their challenge of solution? (i.e. spending money, budget, no-wifi, network connection, available devices)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">CC</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">5. AVAILABLE SOLUTIONS</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">Which solutions are available to the customer when they face the problem to need to get the job done? What have they tried to the case? What pain &amp; cost do these solutions have? (i.e. pen and paper is an alternative to digital marketing)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">AS</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different roles</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">JBP</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">9. PROBLEM ROOT CAUSE</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">What is the real reason that this problem exists? What is the basic story behind the need to do this job? (i.e. customers have to do it because of the change in regulations)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">RC</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">7. BEHAVIOUR</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">What does your customer do to address the problem and get the job done? (i.e. directly related: find the right price point, transfer, calculate usage and benefit, indirectly experienced: customers spend free time on volunteering work, i.e. foraging)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">BE</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">3. TRIGGERS</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">What triggers customers to act? (i.e. seeing their neighbours installing solar panels, reading about a more efficient solution in the news)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">TR</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">10. YOUR SOLUTION</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">If you are working on an existing business, write down your current solution linked to the canvas, and check how much it fits reality. If you are working on a new business opportunity, think deep &amp; think until you fit to the canvas and come up with a solution that the entire customer (business) solves a problem and creates customer behaviour</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">SL</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">8.1 ONLINE What kind of website do customers take action? Select online channels from 8.1</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">8.2 OFFLINE What kind of website do customers take action? Select offline channels from 8.1 and use from the customer development...</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">CH</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; font-weight: bold;">4. EMOTIONS: BEFORE / AFTER</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.7em;">How do customers feel when they face a problem or a job and afterwards? (i.e. help, increase + confidence, to control + use it to your communication strategy &amp; design)</div> <div style="text-align: right; font-size: 0.7em; font-weight: bold;">EM</div>		

#### References:

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