

Project Design Phase
Problem – Solution Fit

Date	23 February 2026
Team ID	LTVIP2026TMIDS90304
Project Name	ONLINE COMPLAINT REGISTRATION AND MANAGEMENT SYSTEM
Maximum Marks	2 Marks

Problem – Solution Fit Canvas

This canvas identifies the behavioral patterns of users like John to ensure the realized MERN stack solution effectively solves the identified annoyances

Section	Content
1. Customer Segment(s)	Ordinary Users: Individuals who purchase products or services online and encounter defects Organizations: Entities needing an efficient way to manage customer feedback and regulatory compliance.
2. Jobs-to-be-Done / Problems	Primary Job: Successfully register and resolve a product defect or service issue Secondary Job: Track resolution progress in real-time and communicate with the handling agent.
3. Triggers	Internal Trigger: Discovery of a defect in a purchased item (e.g., John notices a defect) External Trigger: Automated email or SMS notifications regarding complaint status changes.
4. Emotions: Before / After	Before: Frustrated, ignored, and anxious about product defects After: Satisfied, empowered, and confident due to prompt resolution and courteous service.
5. Available Solutions	Manual Processes: Physical letters or unorganized email chains (Hard to track) Phone Support: Long wait times and lack of a permanent chat record for reference.
6. Customer Constraints	Accessibility: Lack of a centralized platform to view all past issues Communication: Limited direct interaction with the specific agent handling the case.
7. Behaviour	Users currently try to find customer support numbers or use social media to vent frustrations due to a lack of structured tracking.
8. Channels of Behaviour	Online: Browsing company websites, clicking "Sign Up," and verifying accounts via email Offline: Checking the physical product for defects and gathering purchase documents.
9. Problem Root Cause	The absence of a centralized, secure software platform leads to inefficient complaint routing and resource allocation
10. YOUR SOLUTION	An Online Complaint Management System built with React and Node.js featuring real-time status tracking, automated routing, and a built-in messaging feature

Solution Fit Visualization

The following diagram illustrates how the technical architecture directly addresses the user behavior identified in the canvas, bridging the gap between a customer's problem and the final resolution.