

Project Design Phase Problem – Solution Fit Template

Date	22 June 2025
Team ID	LTVIP2025TMID30597
Project Name	AirLine Management System
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking</small>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)</small>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	

1. CUSTOMER SEGMENT(S)

Who is your customer?

E.g., Airline operations managers, ground staff, reservation agents, and frequent flyers.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address?

E.g., Inefficient flight scheduling, overbooking, manual check-ins, outdated alerts, etc.

3. TRIGGERS

What triggers customers to act?

E.g., Flight delays, overbooking issues, or competitor airlines offering better digital services.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when facing the problem or after solving it?

Before: Frustrated, anxious; After: Relieved, confident.

5. AVAILABLE SOLUTIONS

What solutions exist today?

E.g., Legacy airline software, manual systems, third-party CRMs.

6. CUSTOMER CONSTRAINTS

What prevents customers from acting?

E.g., Budget limitations, staff resistance, tech literacy, internet dependency.

7. BEHAVIOUR

What actions do customers take to solve the problem today?

E.g., Manual logs, calling customers directly, using Excel files.

8. CHANNELS OF BEHAVIOUR

8.1 ONLINE: Use of booking portals, email alerts, mobile apps.

8.2 OFFLINE: Airport counters, physical check-in, printed reports.

9. PROBLEM ROOT CAUSE

Why does the problem exist?

E.g., Disconnected systems, lack of real-time updates, outdated interfaces.

10. YOUR SOLUTION

What is your solution?

Salesforce-based Airlines Management System with custom objects, flows, dashboards, profiles, and Apex automation.