

Project Design

Problem solution fit

Date	9 Feb 2026
Team ID	LTVIP2026TMIDS65684
Project Name	Translingua: ai-powered multi-language translator
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem–Solution Fit is a framework used in entrepreneurship, product design, and innovation to ensure that the solution you’re building directly addresses a real customer problem in a way that aligns with their current behaviors and needs.


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:

Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL	5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS	
	Explore AS, differentiate			
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	
	Focus on PR, tap into BE, understand RC			
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	
	4. EMOTIONS <small>BEFORE / AFTER</small> EM		ONLINE OFFLINE	
Extract online & offline CH of BE				

 Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.
Designed by Daria Neprikhina / ideaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

 IdeaHackers .NL

