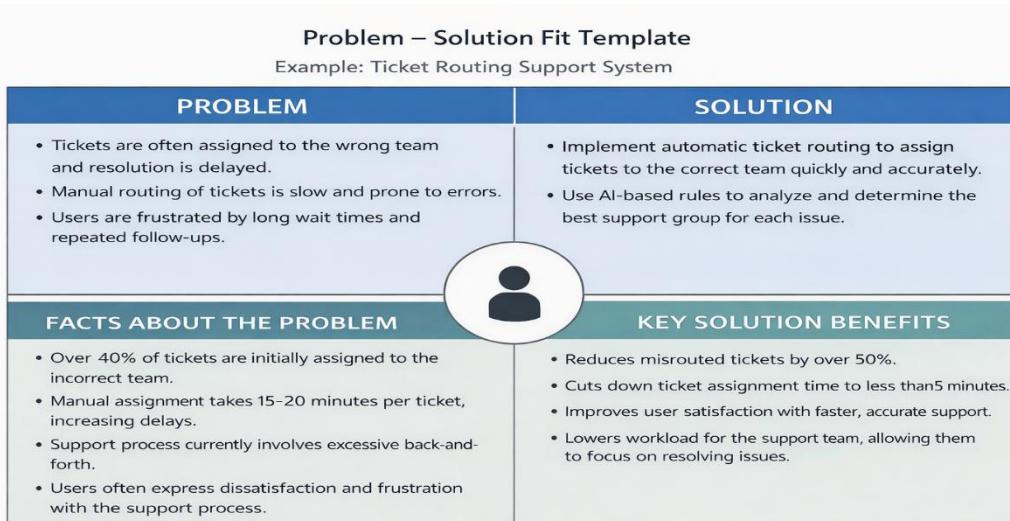


# Project Design Phase

## Problem – Solution Fit Template

Date	11 February 2026
Team ID	LTVIP2026TMIDS79197
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

### Problem – Solution Fit Template:



### Template:

Problem – Solution Fit Template			
Define CS, fit into CC  Define BE, understand RC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? ■ Ex: Working parents of 0-5 y.o. kids	<b>CS</b> <b>6. CUSTOMER CONSTRAINTS</b> What constraints prevent customer from taking action or limit their choices of solutions? ■ Ex: Limited budget, lack of time & support, complex platform, inefficient device	<b>CC</b> <b>5. AVAILABLE SOLUTIONS</b> What solutions are available to the customers when they face the problem we identified? How have they solved it? ■ Ex: Access to their solutions itself is a pain point. In person or in alternative's digital marketing
Identify strategic TR & EM  Define BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> What jobs-to-be-done (aka problems) did you address for your customers? ■ Ex: Childcare time, pain drops, diaper rash care	<b>J&amp;P</b> <b>9. PROBLEM ROOT CAUSE</b> What is the real reason that this problem exists? ■ Ex: Customers have no time because of the change in responsibilities	<b>RC</b> <b>7. BEHAVIOUR</b> What does your customer do to address the problem and get it? ■ Ex: Customers asked for a babysitter from a friend's recommendation. Friends and indirectly associated solutions spread from one to one networking (e.g. On-demand app)
	<b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.	<b>TR</b> <b>4. YOUR SOLUTION</b> What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news. ■ Ex: Customers asked a good solution in the news	<b>SL</b> <b>8. CHANNELS OF BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from it?
	<b>4. EMOTIONS: BEFORE / AFTER</b> What emotions will drive how they see you? negative space: desperation at our gift? i.e. likes: explosive start, culture & key part in your communication strategy & design	<b>EM</b>	<b>CH</b> <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from it?