

Project Design Phase

Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID34022
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
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) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL		Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM	8. CHANNELS of BEHAVIOUR CH		