

Project Design Phase

Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID51841
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau-title
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:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">Define CS, fit into</div> <div style="background-color: #fff3cd; padding: 5px;"> 1. CUSTOMER SEGMENT(S) (CS) CS Who is your customer? Working professionals aged 25–45, especially those in high-pressure corporate jobs, tech, consulting, and finance sectors. </div>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">Explore AS,</div> <div style="background-color: #fff3cd; padding: 5px;"> 6. CUSTOMER CONSTRAINTS CC What prevents action? <ul style="list-style-type: none"> Stigma about seeking help High costs of therapy Lack of time Fear of breach in confidentiality Difficulty finding a reliable therapist </div>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">Explore AS,</div> <div style="background-color: #fff3cd; padding: 5px;"> 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> ▮ Traditional therapy (offline sessions) ▮ Meditation apps (Calm, Headspace) ▮ Self-help books ▮ Peer support groups Pros & Cons: <ul style="list-style-type: none"> ▮ Therapy is effective but time-consuming and expensive ▮ Apps are cheap but not personalized ▮ Self-help lacks guidance ▮ Peer groups lack professional validation </div>
<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">Focus on J&P, tap into BE, understand</div> <div style="background-color: #fff3cd; padding: 5px;"> 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Managing daily stress and anxiety. Seeking professional help for mental health issues without stigma. Finding time-efficient ways to maintain mental wellness. Need for confidentiality and easy access. </div>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">Focus on J&P, tap into BE, understand</div> <div style="background-color: #fff3cd; padding: 5px;"> 9. PROBLEM ROOT CAUSE RC What is the deeper reason this problem exists? <ul style="list-style-type: none"> Societal stigma around mental health Modern work culture glorifies hustle and overwork Mental wellness is reactive rather than preventive Lack of education on coping tools from a young age </div>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">Focus on J&P, tap into BE, understand</div> <div style="background-color: #fff3cd; padding: 5px;"> 7. BEHAVIOUR BE <ul style="list-style-type: none"> ▮ Ignore symptoms ▮ Rant to friends ▮ Scroll social media or binge-watch to escape ▮ Occasionally try meditation apps ▮ Search online forums for help </div>
<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold;">Identify strong TR & EM</div> <div style="background-color: #d1ecf1; padding: 5px;"> 3. TRIGGERS TR <ul style="list-style-type: none"> ▮ Burnout symptoms like fatigue and mood swings. ▮ Friends or colleagues recommending therapy. ▮ Media content about mental health awareness. ▮ Company-provided mental health benefits. </div> <div style="background-color: #d1ecf1; padding: 5px;"> 4. EMOTIONS: BEFORE / AFTER EM Before: Anxious, overwhelmed, isolated, ashamed After: Calm, supported, confident, in control Use this shift to drive messaging and marketing tone. </div>	<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold;">Extract online & offline CH of BE</div> <div style="background-color: #d1ecf1; padding: 5px;"> 10. YOUR SOLUTION SL A mobile platform offering: <ul style="list-style-type: none"> On-demand access to certified therapists (chat/video) Personalized meditation and therapy plans Weekly mental health check-ins Anonymous community forums Affordable subscription plans with corporate tie-ups Solves problem by being discreet, accessible, affordable, and time-efficient. </div>	<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold;">Extract online & offline CH of BE</div> <div style="background-color: #d1ecf1; padding: 5px;"> 8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none"> ▮ Search for symptoms and therapy options ▮ Join Reddit threads or mental health groups ▮ Use YouTube guided meditations 8.2 OFFLINE <ul style="list-style-type: none"> ▮ Speak to HR or EAP (Employee Assistance Programs) ▮ Visit therapists (rare due to time/cost) ▮ Attend informal support meetups </div>

Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license
 Created by Daria Nepriakhina / Amaltama.com