

Project Design Phase
Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID51206
Project Name	Comprehensive Analysis and Dietary Strategies With Tableau : A College Food Choices Case Study
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



Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS CC <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 AS <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
	<p>College students (especially those living on campus or frequently eating at college dining halls).</p> <p>University administration/food service management.</p>	<p>Budget limitations (for students).</p> <p>Time constraints (between classes).</p> <p>Lack of transparent information about food options.</p> <p>Dietary restrictions/allergies (need for clear labeling).</p>	<p>Existing options and limitations students face.</p>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <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 RC <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 BE <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 savings and benefits, indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small>	Focus on J&P, tap into BE, understand RC
	<p>Students want healthy, affordable, diverse, and convenient food options.</p> <p>Students want to easily see what's available, dietary information, and pricing.</p> <p>Students struggle with limited choices, long queues, or unappealing food.</p> <p>Administration needs to understand student preferences and dining hall utilization to optimize offerings and reduce waste.</p>	<p>Lack of clear, real-time data on student food preferences and dining hall usage.</p> <p>Inefficient menu planning not aligned with demand.</p> <p>Poor communication of daily offerings, ingredients, and nutritional information.</p> <p>Limited feedback mechanisms for students.</p>	<p>Students often eat off-campus due to dissatisfaction.</p> <p>Students might skip meals or choose unhealthy options.</p> <p>Students complain verbally or via social media but without structured feedback.</p> <p>Dining hall staff operate based on assumptions rather than data.</p>	
Define CS, fit into CL	3. TRIGGERS TR <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 SL <small>What kind of solution suits Customer segments the best? Adapt your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</small>	8.1 ONLINE CHANNELS CH <small>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</small>	Explore AS, differentiate
	<p>Meal times, hunger.</p> <p>Unsatisfactory prior dining experiences.</p> <p>New academic year, new student intake.</p> <p>4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards? i.e. love, sadness + confusion, or control - use it in your communication strategy & design.</small></p> <p>Before: Frustration, limited choice, boredom, unhealthy eating, confusion about options.</p> <p>After (with solution): Satisfaction, healthier eating, convenience, informed decisions, positive dining experience.</p>	<p>A comprehensive Tableau dashboard visualizing: Daily menus with dietary filters. Nutritional information and allergens. Student feedback ratings/comments for specific dishes. Historical data on popular dishes and food waste.</p> <p>This solution provides data-driven insights for both students (informed choices) and administration (optimized operations).</p> <p><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></p>	<p>Tableau dashboard embedded on university portal/food service website.</p> <p>Mobile app integration (if applicable).</p> <p>8.2 OFFLINE CHANNELS CH <small>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</small></p> <p>Digital screens in dining halls displaying real-time menu and wait times.</p> <p>Feedback kiosks/suggestion boxes.</p>	