

Project Design Phase Problem – Solution Fit Template

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| Date | 15 February 2026 |
| Team ID | LTVIP2026TMIDS88360 |
| Project Name | Civil Engineering Insight Studio |
| 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.**

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| <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 1. CUSTOMER SEGMENT(S) CS <small>Who is your target user?</small> <div style="display: flex; justify-content: space-between;"> <div> <p>Travellers</p> <p>Academic Researchers</p> <p>Time pressers</p> <p>International Travellers</p> </div> <div> <p>Global Business Pros</p> <p>Tight budget</p> <p>Tivaro legal errors</p> </div> </div> </div> | <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 6. CUSTOMER CONSTRAINTS CC <small>What existing problem points prevented for (direct) use your tools, device or mobile?</small> <div style="display: flex; justify-content: space-between;"> <div> <p>No reliable data</p> <p>Tight budget</p> <p>Time pressure deadlines</p> <p>Fear legal errors</p> <p>Unterschiedlichkeiten</p> </div> <div> <p>No reliable mobile data</p> <p>Human Translators</p> <p>Available devices</p> </div> </div> </div> | <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 5. AVAILABLES AS <small>Which tools can be used to solve the problem? Which existing tools can be used to solve the problem?</small> <div style="display: flex; justify-content: space-between;"> <div> <p>Google Translate</p> <p>DeePL</p> <p>DeepL</p> <p>Human translators</p> <p>Phrasebooks</p> </div> <div> <p>Promoted</p> </div> </div> </div> |
| <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 3. JOBS-TO-BE-DONE / PROBLEMS JBP <small>Describe some of the jobs to be done.</small> <div style="background-color: #d0d0d0; padding: 2px; border: 1px solid #ccc;"> <p>Translate complex docs</p> <p>Communicate with docs</p> <p>Preserve with locals</p> <p>Preserve academic touch</p> <p>Expand market reach</p> <p>awb awtrt reads</p> </div> </div> | <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 9. PROBLEM ROOT CAUSE RC <small>What the reason the problem exists?</small> <div style="background-color: #d0d0d0; padding: 2px; border: 1px solid #ccc;"> <p>What the reason the problem exists?</p> <p>Lack AI context</p> <p>Generic Generic AI models</p> <p>Latency issues</p> <p>Manual re-formatting</p> <p>Manual re-formatting</p> <p>Feeling associated to the help of the user</p> <p>Dealing with the need for the user</p> </div> </div> | <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 6. BEHAVIOUR BE <small>What is the user's behavior?</small> <div style="background-color: #d0d0d0; padding: 2px; border: 1px solid #ccc;"> <p>Copy-paste-edit cycle</p> <p>Ask colleagues for help</p> <p>Ask colleagues</p> <p>Verify mistake updat</p> <p>Ask multiple translations</p> <p>Tone Analysis</p> <p>Verify to native speaker</p> <p>Verify to local speaker</p> </div> </div> |
| <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 3. TRIGGERS TR <small>What triggers customer to act? Is anything that triggers the customer to act?</small> <div style="background-color: #d0d0d0; padding: 2px; border: 1px solid #ccc;"> <p>Received foreign travel news to affect the news</p> </div> </div> | <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 10. YOUR SOLUTION SL <small>What are your solutions to the problem?</small> <div style="background-color: #d0d0d0; padding: 2px; border: 1px solid #ccc;"> <p>Context-Aware Modes</p> <p>Mobile UI</p> <p>Real-Time Translation</p> <p>Docu App</p> <p>Tone Analysis</p> <p>Offline Phrasebook</p> </div> </div> | <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 9. CHANNELS of BEHAVIOUR CH <small>How can you reach the customer?</small> <div style="display: flex; justify-content: space-between;"> <div> <p>8.1 ONLINE / Web App</p> <p>Mobile Support</p> <p>Offline Phrasebook</p> </div> <div> <p>Key Rules of Brainstorming</p> </div> </div> </div> |