**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 12 April 2025 |
| Team ID | SWTID1743607402 |
| Project Name | ShopEZ: E-commerce Application |
| 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:**

Calendar

Description automatically generated

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>

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| 1. CUSTOMER SEGMENT(S) (CS)  Online shoppers, especially first-time or non-tech-savvy users  Small-scale/local sellers trying to expand digitally  Budget-conscious customers in tier 2 & 3 cities | 6.CUSTOMER CONSTRAINTS (CC)  Low technical skills or digital confidence  Limited time, budget, or network connectivity  Trust issues with new/unknown platforms | 5.AVAILABLE SOLUTIONS (AS)  Existing marketplaces like Amazon, Flipkart, Meesho  Basic dashboards and review systems  Downsides: Crowded platforms, steep learning curve, lack of personalization |
| 2.JOBS-TO-BE-DONE / PROBLEMS (J&P)  Shoppers want a smooth and trustworthy shopping experience  Sellers need an easy-to-use platform to manage products and reach more buyers  Both face issues with navigation, trust, and digital literacy | YOUR SOLUTION (SL)  A unified platform with:  Clean, beginner-friendly UI  Verified seller badges to build trust  Seller dashboard with inventory/order tracking  Smart search, personalized AI recommendations  Multilingual support and simple onboarding for sellers | 7.BEHAVIOUR (BE)  Shoppers: Rely on reviews, ratings, search filters, abandon carts if unsure  Sellers: Use basic tools or rely on word-of-mouth, inconsistent product uploads  Indirect: Join WhatsApp groups, follow Instagram shops |
| 3.TRIGGERS (TR)  Shoppers abandon carts due to confusion or lack of trust  Sellers feel stuck when sales don’t increase despite efforts  Seeing competitors or friends succeed online | 9. PROBLEM ROOT CAUSE (RC)  Lack of intuitive interfaces and onboarding support  No trust-building mechanisms for new sellers  Fragmented tools making selling/buying experience frustrating | 8. CHANNELS OF BEHAVIOUR (CH)  8.1 ONLINE:  Google search, YouTube tutorials, e-commerce apps, social media ads  8.2 OFFLINE:  Recommendations from friends, discussions in communities, posters at local shops |
| 4.EMOTIONS: BEFORE / AFTER (EM)  Before: Confused, overwhelmed, skeptical, left out  After: Confident, in control, satisfied, encouraged to return |  |  |