

## Project Design

### Problem solution fit

<b>Date</b>	<b>9 Feb 2026</b>
<b>Team ID</b>	<b>LTVIP2026TMIDS71831</b>
<b>Project Name</b>	<b>Translingua: ai-powered multi-language translator</b>
<b>Maximum Marks</b>	<b>2 Marks</b>

#### **Problem – Solution Fit Template:**

Problem–Solution Fit is a framework used in entrepreneurship, product design, and innovation to ensure that the solution you’re building directly addresses a real customer problem in a way that aligns with their current behaviors and needs.

#### **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

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) <span>CS</span>	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> <span>CL</span>	5. AVAILABLE SOLUTIONS <small>PROS &amp; CONS</small> <span>AS</span>	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY <span>PR</span>	9. PROBLEM ROOT / CAUSE <span>RC</span>	7. BEHAVIOR + ITS INTENSITY <span>BE</span>	
Focus on PR, tap into BE, understand RC				Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT <span>TR</span>	10. YOUR SOLUTION <span>SL</span>	8. CHANNELS of BEHAVIOR <span>CH</span>	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> <span>EM</span>		<div>ONLINE</div> <div>OFFLINE</div>	



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Designed by Daria Nepriakhina / [ideahackers.nl](https://ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.



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