

Project Design

Problem solution fit

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

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:

1. CUSTOMER SEGMENT(S)		CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES	CL	5. AVAILABLE SOLUTIONS PROS & CONS	AS
2. PROBLEMS / PAINS + ITS FREQUENCY		PR	9. PROBLEM ROOT / CAUSE	RC	7. BEHAVIOR + ITS INTENSITY	BE
3. TRIGGERS TO ACT		TR	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOR ONLINE	CH
4. EMOTIONS BEFORE / AFTER		EM			OFFLINE	



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Designed by Daria Nepriakhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.



Define CS, fit into CL

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

Extract online & offline of CH of BE