**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID59149 |
| Project Name | A Collage Food Choices Case Study |
| Maximum Marks | 2 Marks |

### **Purpose of the Problem-Solution Fit**

The problem-solution fit is an early-stage validation process used in product development, especially in startups or case studies like "Food Choices". It helps you ensure that:

* You are solving a **real and relevant problem**.
* Your solution is **valuable** and aligned with the user's **needs**.
* You don’t waste time building features that no one wants.

This stage **precedes product-market fit**, which comes later.

### **📄 Problem-Solution Fit Template**

Here’s a simple and effective template you can use:

#### **1. Target User / Customer Segment**

* Who has the problem?
* What are their key characteristics?

📌 Example: College students living in hostels, working professionals with busy schedules.

#### **2. The Problem**

* What is the core problem they are facing?
* Why is this a real pain point for them?
* What are the consequences if this is not solved?

📌 Example: Difficulty in choosing healthy, affordable, and tasty meals on a daily basis. Leads to poor health and increased stress.

#### **3. Current Alternatives / Existing Solutions**

* What do users currently do to solve this problem?
* Why are those solutions insufficient?

📌 Example: Use food delivery apps, but they are expensive and not health-focused.

**Template:**

Calendar

Description automatically generated