

Project Design Phase

Problem - Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID48338
Project Name	Visualization Tool For Electric Vehicle Charge And Range Analysis
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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> CS	4. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small> CC	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking.</small> AS
2. JOBS-TO-BE-DONE / PROBLEMS <small>What jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> J&P	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small> RC	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. time pressure)</small> BE
3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Seeing their neighbour installing solar panels. Reading about a more efficient solution in the news. Identify external or internal events that prompt the customer to take action.</small> TR	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first. Fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> SL	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7: - Your own website or social media pages or user-generated content on forums, user blogs - Company website: The official website of a business where customers can find information, make purchases, and contact the company. - Online marketplaces: Platforms like Amazon, eBay, or Etsy where customers can buy and sell products. - Social media: Platforms like Facebook, Instagram, or Twitter where customers can interact with brands and other users. - Email newsletters: Regular emails sent to customers to provide updates, promotions, or educational content. - Webinars and live chats: Real-time interaction with customers through video or text.</small> 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development: - Visiting physical stores - Attending events or workshops - Engaging with sales representatives - Using customer service hotlines - Participating in focus groups or surveys</small> CH

References:

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