

## Project Design Phase

### Problem – Solution Fit Template

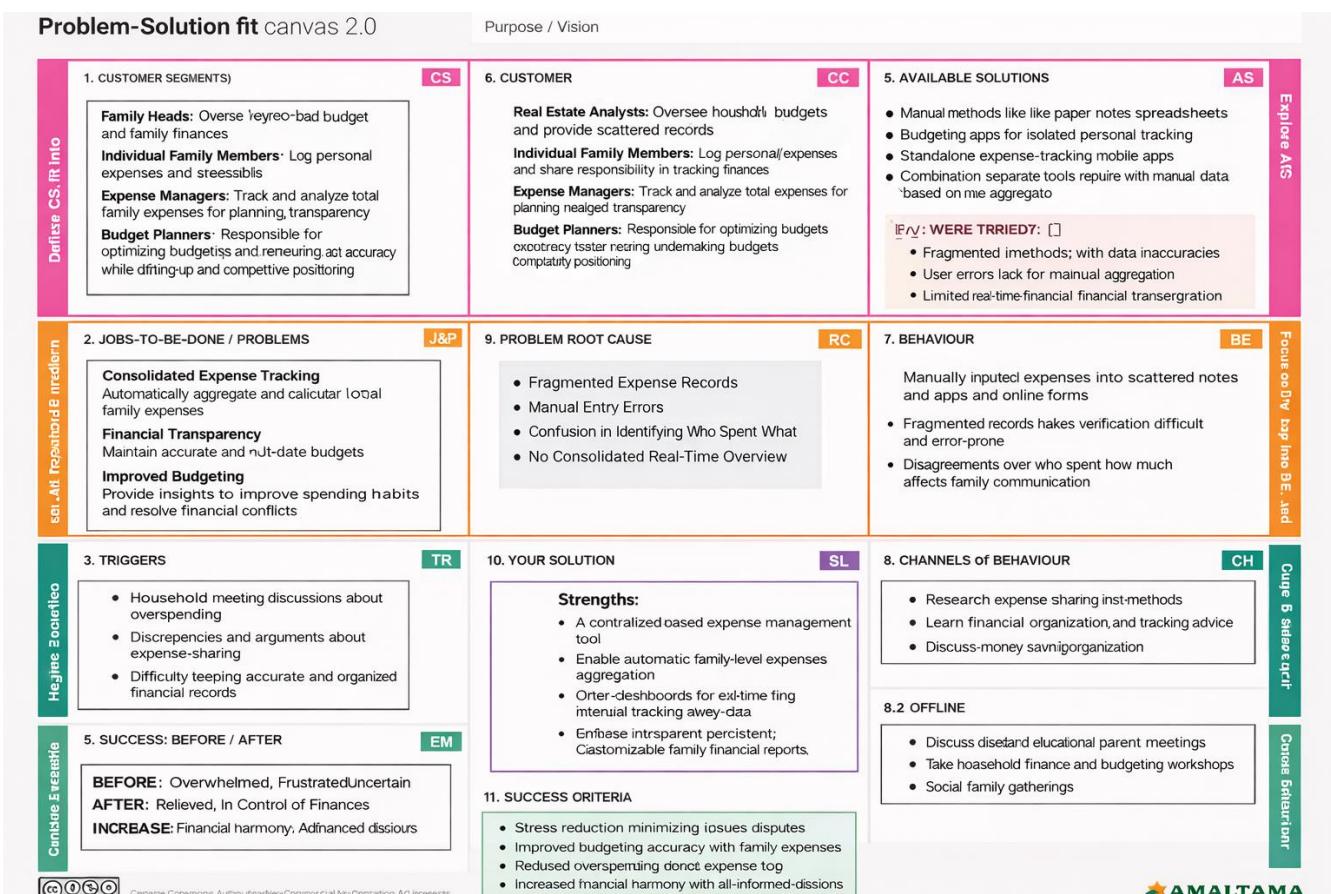
Date	10 February 2026
Team ID	LTVIP2026TMIDS56419
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that we have found a problem with your customer and that the solution we 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.
- Understand the existing situation in order to improve it for your target group.



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