

Project Design Phase

Problem – Solution Fit Template

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| Date | 02 July 2025 |
| Team ID | LTVIP2025TMID48879 |
| Project Name | Heritage Treasures |
| 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:

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|-------------------------|---|--|---|-----------------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y. o. kids</small> <p style="text-align: center;">Dr. Meera Rao, UNESCO Policy Analyst</p> | 6. CUSTOMER CONSTRAINTS CC <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> <p>She doesn't have time to learn complex tools. Her team is small and can't afford expensive data services. She also needs visuals that non-experts can understand.</p> | 5. AVAILABLE SOLUTIONS AS <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> <p>She uses Excel files, internal reports, and basic graphs. These are hard to update, not interactive, and limited in analysis depth.</p> | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <p>She wants to understand how heritage sites are spread across countries, how they have changed over time, and which areas need more attention. She needs visual summaries to present this to others.</p> | 9. PROBLEM ROOT CAUSE RC <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> <p>Heritage data is growing fast, but it's hard to explore or present clearly. Tools are either too complex or too basic.</p> | 7. BEHAVIOUR BE <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. Greenpeace)</small> <p>She asks team members for help with charts, searches online for dashboards, and manually explores Excel data. In meetings, she shares printed visuals or slides.</p> | |
| Identify strong TR & EM | 3. TRIGGERS TR <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <p>Her work gets busy around annual reporting time, international meetings, and planning discussions where quick insights are needed.</p> | 10. YOUR SOLUTION SL <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> <p>An interactive Tableau dashboard showing UNESCO site data with maps, bar, line, pie, bubble, tree, and Pareto charts. Filters help her explore trends by country, year, and site type – all in one place.</p> | 8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> <p>Tableau Public, UNESCO website, data webinars.</p> | Extract online & offline CH of BE |
| | 4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small> <p>Before using a solution, she feels rushed and confused by too much raw data. After getting good visuals, she feels clear and confident in her decisions.</p> | 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <p>Team discussions, policy meetings, printed reports.</p> | | |

References:

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