

Project Design Phase

Problem - Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID48326
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:

Define CS, fit into DC	<div>1. CUSTOMER SEGMENT(S) CS</div> <p>Who is your customer? (a) identifying your ideal of 0-5 or kids</p> <p>As a working parent of a young child, I constantly feel torn between my job and giving my child the care and attention they need. I don't always have time to research the best activities or find trustworthy childcare options. I want something simple, reliable, and supportive that helps me manage parenting without feeling overwhelmed or guilty."</p>	<div>6. CUSTOMER CONSTRAINTS CC</div> <p>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, etc.)</p> <p>This section is meant to identify barriers or limitations that your target customers face, which can prevent them from adopting or benefiting from your proposed solution. Exclude any: Spending power Budget No cash Network connection</p> <p>Available device(s) you can help filling this out for a specific customer</p>	<div>5. AVAILABLE SOLUTIONS AS</div> <p>Which solutions are available to the customers when they face the problem or want to get the job done? Have they tried it in the past? What pros & cons do these solutions have? (i.e. pain and gain) in an alternative to digital solution?</p> <p>Currently, working parents rely on a mix of informal and digital methods to manage childcare. Common solutions include paper-based planners, to-do lists, WhatsApp groups with caregivers, and digital calendar like Google calendar. However, many have used parenting apps that send reminders or shared schedules. While these methods help with organization, they each have limitations. Paper tools are easy but not shareable in real-time. Managing apps like structure, and digital tools may be too complex or time-consuming to manage alongside a busy routine. Accessibility, device availability, and time constraints are major factors that affect solution choice.</p>	Explore AS, evaluate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <p>What jobs-to-be-done (or problems) do you address for your customers? There could be more than one job, explore different sides</p> <p>Working parents of young children often struggle to manage time effectively while balancing job responsibilities and childcare duties. Key jobs-to-be-done include organizing daily routines, ensuring their child's safety and learning, coordinating with caregivers or family members, and finding trustworthy childcare solutions. They also need tools to help them communicate quickly, plan meals, track appointments, and remind for tasks. The lack of integrated, easy-to-use systems adds stress and results in missed tasks or inefficient time use.</p>	<div>9. PROBLEM ROOT CAUSE RC</div> <p>What is the root reason that this problem exists? Why do you think the job is such a pain for your customer? (i.e. customers have to do it because of the change in regulations)</p> <p>This is part of a problem-solving or design thinking framework. It encourages digging beyond surface-level symptoms to understand systemic or underlying causes—often related to external forces (e.g., regulations, trends, behaviors, outdated systems). Would you like help applying this template to your own project? If yes, please tell me the problem you're working on.</p>	<div>7. BEHAVIOUR BE</div> <p>What does your customer do to address the problem and get the job done? Directly related (e.g., how they manage time and budgets), indirectly associated (customers spend less time on volunteering work (i.e., volunteerage))</p> <p>This section helps you identify customer actions—both practical and emotional/social—that reflect their attempts to solve the problem. It distinguishes: Direct behaviors: Actions directly related to solving the core problem (e.g., searching for childcare options, contacting providers). Indirect behaviors: Lifestyle or value-based actions that may influence or reflect their attitude (e.g., environmental awareness).</p>	Focus on J&P, BE, RC, evaluate RC
Focus on J&P, BE, RC, evaluate RC	<div>3. TRIGGERS TR</div> <p>What triggers customers to act? (i.e., seeing their neighbour installing solar panels, reading about a more efficient solution in the news, seeing a friend's new solar panel installation)</p> <p>Reading about a more efficient solution in the news Identify external or internal events that prompt the customer to take action.</p>	<div>10. YOUR SOLUTION SL</div> <p>If you are working on an existing business, this would be the current solution that you sell in the market, and how much it costs them to use. If you are working on a new business, then, when does your current solution exist? How does it work? What are the customer benefits? How does it solve the customer problem and matches customer behavior?</p> <p>This problem being worked on is not readily stated in the image, but it appears to be related to finding a solution to a business's problem. Analyze the template: the template provides a solution to the problem, the problem, the solution, it suggests writing down the current solution first and checking how much it costs. If yes, the current, if you have a new business, it allows them to see the current solution and come up with a solution that fits within customer limitations and matches customer behavior. Determine the solution.</p>	<div>8. CHANNELS OF BEHAVIOUR CH</div> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 -Company website: The official website of a business where users can find information, make purchases, and interact with customer support. -Social media: Platforms like Facebook, Instagram, and Twitter where businesses engage with customers and promote their products or services. -Email newsletters: Regular emails sent to subscribers, often used for promotions, updates, and direct communication.</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. -Physical stores: Brick-and-mortar locations where customers can interact with products and staff. -Events and workshops: In-person gatherings for education, networking, or product demonstrations. -Partnerships with influencers: Collaborations with individuals who have a strong following and can promote products or services.</p>	Extract online & offline CH, evaluate CH
	<div>4. EMOTIONS: BEFORE / AFTER EM</div> <p>How do customers feel when they face a problem or job and afterwards? (i.e. lost, stressed & confused, in control, etc.) in your communication strategy & design</p> <p>This emotional journey can help tailor your communication strategy and product/service design.</p>			

References:

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