

Project Design Phase

Problem – Solution Fit Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS80463
Project Name	ShopEZ : One-Stop Shop for Online Purchases
Maximum Marks	4 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 solving frequent annoyances, or urgent or costly problems
- Understand the existing situation in order to improve it for your target group

Template:

Customer Segments CS	CUSTOMER SEGMENTS Who are your customers? e.g. kids	C. CUSTOMER CONSTRAINTS What are the constraints they are reteng with? e.g. budget limitations or lack of time
	Jobs: To-be-done/Problems JBP	JOBS: TO-BE-DONE/PROBLEMS What jobs do your customers expect to get done or what problems do they have? e.g. people want to oder or shop online conveniently
Triggers TR		TRIGGERS Identify internal or external settings that trigger problem awareness, e.g. birthdays or other special occasions
	Emotions: Before / After EM	EMOTIONS: BEFORE / AFTER identify internal or external settieds that trigger problem awareness e.g. birthdays or other special occasions EMOTIONS: BEFORE / AFTER What emotions will they have before and after the problem?

Reference: <https://github.com/damesh13/shopez-one-stop-shop-for-online-purchases>