

CleanTech: Transforming Waste Management with Transfer Learning

Ideation Phase

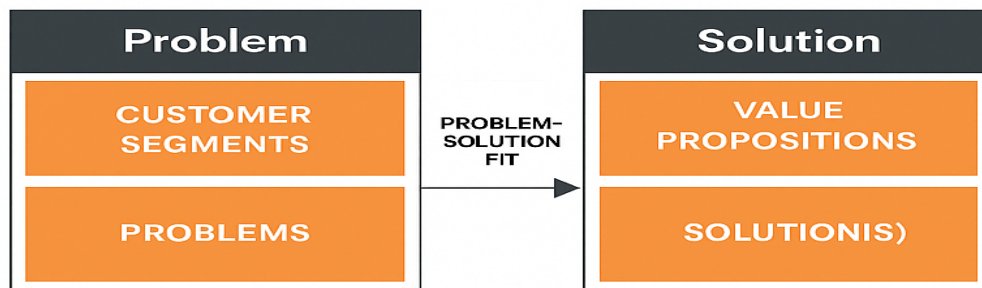
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Problem–Solution Fit

The Problem-Solution Fit simply means that you have a **problem** with your customer and that the **solution** you have realized for it actually solves the customer's problem.

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.



References:

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