

Project Design Phase

Problem – Solution Fit Template

Date	14 April 2025
Team ID	SWTID1742745633
Project Name	ViewVoyage
Maximum Marks	2 Marks

Problem-Solution Fit canvas

Purpose / Vision
To define the long-term goal and direction of the project, aligning the team around a shared future.

Version:
progress

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL	5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS	Explore AS, differentiate
	<ul style="list-style-type: none"> Casual video viewers Independent creators/content uploaders Students and educators Entertainment enthusiasts 	<ul style="list-style-type: none"> Limited video upload size/speed (especially on slow internet) No access to professional editing tools Privacy concerns about large platforms Low technical skills among some users 	<ul style="list-style-type: none"> YouTube Vimeo TikTok (short-form only) Google Drive / Dropbox for sharing privately (limited) 	
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE	Focus on PR, tap into BE, understand RC
	<ul style="list-style-type: none"> Difficulty discovering meaningful or personal video content No simple platform focused on user-curated video experiences Overwhelming noise from large platforms Lack of personalized playlists or watchlists 	<ul style="list-style-type: none"> No focused video platform built for small creators and social groups Lack of features like community curation or personalized viewing Trust issues and limited moderation on existing platforms 	<ul style="list-style-type: none"> Share videos via Google Drive, WhatsApp, or Instagram Avoid uploading due to fear of judgment or poor tools Watch recommendations without exploring actively 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	Extract online & offline CH of BE
	<ul style="list-style-type: none"> Desire to share self-made videos with friends or community Need a platform less commercialized than YouTube Want to save or organize favorite videos Interest in indie, local, or niche content 		<div style="background-color: #d4edda; padding: 5px;"> Online: YouTube, Instagram, Telegram channels </div> <div style="background-color: #d4edda; padding: 5px;"> Offline: Peer sharing, classroom/college project videos, local events </div>	
4. EMOTIONS <small>BEFORE / AFTER</small> EM				
<p>Before: Overwhelmed, unmotivated, lost in irrelevant recommendations</p> <p>After: Engaged, valued, in control of what they view and share</p>				