

## Project Design Phase

### Problem – Solution Fit Template

Date	11 February 2026
Team ID	LTVIP2026TMIDS55278
Project Name	Laptop Request Catalog Item
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:

**Problem-Solution fit canvas 2.0**

Purpose / Vision

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">RC Define CS, fit into CC</div> <div> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CS</span> <p>Employees (new joiners &amp; existing staff) who need a laptop for daily work; IT Administrators who manage and configure the service <del>catalog</del>; Managers / Approvers who <del>submitting</del> laptop requests</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CC</span> <p>Employees can only access the self-service portal — no admin rights; Budget approval required before any procurement; Must select from an approved hardware list (governance policy); Requires network access to the <del>ServiceNow</del> instance</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">AS</span> <p>Email to IT — simple but untracked, no visibility; Walk-in / verbal request — fast but no documentation or audit trail; Spreadsheet form — structured but manual, no approvals; Generic ticketing (<del>Java</del> etc.) — tracked but not tailored for asset procurement</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand</div> <div> <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">J&amp;P</span> <p>Employees need a quick, official way to request a laptop without chasing IT through email or walk-ins; The existing manual process has no dynamic form behaviour — all fields shown regardless of relevance, leading to inaccurate data; No structured approval chain — requests approved informally with no audit trail; IT admins need to deploy <del>catalog</del> configurations across instances reliably; Employees want real-time visibility into their request status after submission</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">RC</span> <p>No <del>catalog</del> system for hardware requests — historically done via email or verbally; No form intelligence — all fields always visible causing confusion and bad data collection; No built-in approval chain — governance gaps and no audit trail</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <b>7. BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">BE</span> <p>Direct: Opens <del>ServiceNow</del> portal → Service <del>Catalog</del> → Hardware → Laptop Request → fills Laptop Model, Justification, Additional Accessories → clicks Order Now; Direct: Uses 'Reset Form' UI Action to clear all fields without reloading; Direct: Reviews Order Status page via <del>REQ</del> number (e.g. REQ0010005) to track approval stages; Indirect: Discusses laptop model with colleagues before filling the form; Indirect: Approver check budget outside <del>ServiceNow</del> before acting on approval task</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>3. TRIGGERS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">TR</span> <p>New employee onboarding — laptop needed from day one; Existing laptop is damaged, stolen, or too slow; Manager assigns a new project requiring a different machine; Organisation-wide IT hardware refresh cycle announced</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">SL</span> <p>A Laptop Request <del>Catalog</del> Item built in <del>ServiceNow</del> under the Hardware category; Dynamic variables: Laptop Model, Justification, Additional Accessories (checkboxes), Accessories Details (shown only when checkbox is ticked via UI Policy); A Reset Form UI <del>Catalog</del> Action lets users clear fields in one click. On submission, a <del>REQ</del> number and estimated delivery date are generated instantly. All <del>IT</del> configurations bundled in an Update Set ("Laptop Request Project"), exported as XML and committed to target instance dev324774 for governed, repeatable deployment</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CH</span> <p><b>8.1 ONLINE</b> <del>ServiceNow</del> self-service portal — primary channel for form submission; <del>ServiceNow</del> Order Status page — track <del>REQ</del> number and <del>full</del> approval stages; Email inbox — order confirmation and approval notifications; <del>ServiceNow</del> Admin UI — IT admins manage <del>catalog</del>, update sets, and workflows</p> <p><b>8.2 OFFLINE</b> IT help desk walk-in or phone call — for employees unfamiliar with the portal; Team meetings / Slack — informal discussion about which laptop model to select; Manager 1:1 — justification discussed verbally before submitting; Physical laptop handover by IT team — final <del>full</del> approval step outside the system</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of</div> </div>

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 Created by [Darya Derzhavskaya](#) / [derya@amaltama.com](#)

#### References:

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