

Project Design Problem solution fit

Date	21 Feb 2026
Team ID	LTVIP2026TMIDS43213
Project Name	Translingua: ai-powered multi-language translator
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem–Solution Fit is a framework used in entrepreneurship, product design, and innovation to ensure that the solution you're building directly addresses a real customer problem in a way that aligns with their current behaviors and needs.

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

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES	CL	5. AVAILABLE SOLUTIONS PROS & CONS	AS
<small>Define CS, fit into CL</small>					<small>Explore A.S. differentiate</small>
2. PROBLEMS / PAINS + ITS FREQUENCY	PR	9. PROBLEM ROOT / CAUSE	RC	7. BEHAVIOR + ITS INTENSITY	BE
<small>Focus on PR, tap into BE, understand RC</small>					<small>Focus on PR, tap into BE, understand RC</small>
3. TRIGGERS TO ACT	TR	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOR	CH
<small>Identify strong TR & EM</small>				<small>ONLINE</small>	<small>Extract online & offline Ch of BE</small>
4. EMOTIONS BEFORE / AFTER	EM			<small>OFFLINE</small>	



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Designed by Daria Negrikhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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