

Project Design Problem solution fit

Date	9 Feb 2026
Team ID	LTVIP2026TMIDS62719
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:

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
	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	
Focus on PR, map into BE, understand RC				Focus on PR, map into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM		ONLINE OFFLINE	



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

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