

Project Design Phase Problem Solution fit

Date	16 June 2025
Team ID	LTVIP2025TMID56879
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	2 Marks

Many skilled individuals, especially recent graduates, face difficulty entering the freelance market due to:

- Lack of credible platforms that support new freelancers
- Inadequate tools for showcasing skills and building portfolios
- Limited access to trustworthy clients and real-time communication tools
- Concerns over delayed payments or disputes without oversight

Simultaneously, clients (like small business owners) struggle to:

- Find reliable, qualified freelancers for time-sensitive projects
- Efficiently manage projects and monitor deliverables
- Trust the quality of freelancers without reviews or validated portfolios

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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? (i.e. working parents of 0-9 y.o. kids)</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or finding their choice of solutions? (i.e. spending power, budget, no cash, network connections, available devices)</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What price & costs do these solutions have? (i.e. pen and paper is an alternative to digital note-taking)</small>
2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different jobs.</small>	9. PROBLEM ROOT CAUSE <small>What is the root reason that this problem exists? What is the back story behind the need to do this job? (i.e. customers have to file a lawsuit of the change in regulations)</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? (i.e. directly contacted, find the right sales person, receive, calculate, compare and decide, indirectly experienced, customer spend time on researching work (i.e. Googlemaps))</small>
3. TRIGGERS <small>What triggers customers to act? (i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news)</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the spaces, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the spaces and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small>	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE <small>What kind of online do customers take action? Extract online channels from #7.</small> 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7, and use them for customer development.</small>
4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? (i.e. feel, insecure & confident, in control - use it in your communication strategy & design)</small>		

References:

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