

Project Design Phase

Problem – Solution Fit Template

Date	09 February 2026
Team ID	LTVIP2026TMIDS66319
Project Name	Flavour Fusion: Ai-Driven Recipe Blogging
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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? (i.e. wedding planners 40-50 y.o. female)</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action to limit their choices? (i.e. wedding planners, budget, no cash, network connections, available devices)</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customer when they face the problem? (i.e. need to get the job done? What have they tried in the past? What price is okay for these solutions? (i.e. print and paper is an alternative to digital marketing)</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 ideas.</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the basic story behind the need to do this job? (i.e. customer how to do it because 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. identify related, find the right order point, compare, calculate usage and benefit, indirectly associated customers spend time on volunteering work (i.e. fundraising)</small>
3. TRIGGERS <small>When trigger customers to act? (i.e. seeing their neighbours 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. Add it to the canvas, 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 canvas and come up with a solution that fits within customer thinking, address a problem-and-research customer behaviour.</small>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of solution do customers take online? (adapt online channels from 8.1)</small> 8.2 OFFLINE <small>What kind of solution do customers take offline? (adapt offline channels from 8.1 and come from the customer development)</small>