

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) Who is your customer? i.e. wedding parties of 20-50 people	2. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or keep them inactive? i.e. spending power, time, budget, no-cell-, network, connection, available devices	3. AVAILABLE SOLUTIONS Which solutions are available to the customer when they have the problem? i.e. need to get the job done? What have they tried so far? What price & cost do these solutions have? i.e. pen and paper is an alternative to digital marketing	AS Edit AS, administrator
4. JOBS-TO-BE-DONE / PROBLEMS Which jobs do you need to do for your customer? There could be more than one, requires different roles.	5. PROBLEM ROOT CAUSE What is the root cause of the problem? What is the hard thing behind the need to do this job? i.e. customer has to do it because of the change in regulations.	6. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. always online, find the right social media handles, calculate usage automatically, instantly connected, customer spend free time on volunteering work, i.e. entrepreneurial	BE Edit BE, administrator
7. TRIGGERS What triggers customers to act? i.e. seeing their neighbors installing solar panels, reading about a more efficient solution to the needs.	8. YOUR SOLUTION If you're working on an existing business, write down your current solution below. If you're working on a new business idea, then drop it below and you'll be the review and come up with a solution that fits within customer dimensions, solves a problem and creates a positive feedback.	9. CHANNELS OF BEHAVIOR What kind of solutions do customers take without direct online channels? i.e. print, word of mouth, etc.	CH Edit CH, administrator
10. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. fear, anxiety, excitement, joy, content, wear & tear, communication strategy & design.		11. RISKS What kind of solutions do customers take without direct offline channels? i.e. print, word of mouth, etc.	RIS Edit RIS, administrator