**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 30 june 2025 |
| Team ID | LTVIP2025TMID60006 |
| Project Name | Citizen Ai - intelligent citizen engagement platform |
| Maximum Marks |  |

**Problem-Solution Fit Template**

The Problem-Solution Fit is a powerful tool that ensures you've identified a genuine pain point for your customers and crafted a solution that truly addresses their needs. This template empowers entrepreneurs, innovators, and marketers to:

* Solve with Empathy: Tackle complex problems in a way that resonates with your customers' behaviors and preferences.
* Accelerate Success: Leverage existing habits and channels to boost solution adoption and achieve faster results.
* Communicate Effectively: Craft compelling messaging and triggers that speak directly to your target audience.
* Build Trust: Identify the right problem-behavior fit and deliver solutions that alleviate frustrations, urgent needs, or costly issues.
* Understand and Improve: Gain a deep understanding of your target group's situation and create meaningful improvements that make a lasting impact

**Templet:**

