Project Design Problem
solution fit

Date	9 Feb 2026
Team ID	LTVIP2026TMIDS71831
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 `CL`
EG. BUDGET, DEVICES

5. AVAILABLE SOLUTIONS `AS`
PROS & CONS

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS `PR`
+ ITS FREQUENCY

9. PROBLEM ROOT / CAUSE `RC`

7. BEHAVIOR `BE`
+ ITS INTENSITY

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

10. YOUR SOLUTION `SL`

8. CHANNELS of BEHAVIOR `CH`
ONLINE

4. EMOTIONS `EM`
BEFORE / AFTER

OFFLINE

Extract online & offline CH of BE

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