

Project Design Phase

Problem - Solution Fit Template

Date	19 Feb 2026
Team ID	LTVIP2025TMID48338
Project Name	Visualization Tool For Electric Vehicle Charge And Range Analysis
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:

Define CS & Fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-6 yrs kids. As a working parent of a young child, I constantly feel torn between my job and giving my child the care and attention they need. I don't always have time to research the best activities or find trustworthy childcare options. I want something simple, reliable, and supportive that helps me manage parenting without feeling overwhelmed or guilty.	CS 6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solution? i.e. spending power, budget, no cash, network connection, available devices. This section is meant to identify barriers or limitations than your target customers face, which can prevent them from adopting or benefiting from your proposed solution. Examples given include: - Spending power - Budget - No cash - Network connection Available device(s)Would you like help filling this out for a specific customer segment? Get help	AS 5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem? i.e. what are the alternatives they take in the problem when price & time do these solutions have? i.e. pen and paper is an alternative to digital note-taking Currently, working parents rely on a mix of informal and digital methods to manage childcare and other responsibilities. Common solutions include paper-based planners like Google Sheets, mobile apps like Babycenter, and digital calendars like Google Calendar. Some have used parenting apps that offer reminders or shared schedules. While these methods help with organization, they lack the ability to sync across multiple devices and platforms. Messaging apps lack structure, and digital tools may be too complex or time-consuming to manage alongside a busy routine. Accessibility, device availability, and time constraints are major factors that affect solution choice.	Explore AS, differentiate
Focus on JBP, identify RC	2. JOBS-TO-BE DONE / PROBLEMS What are the jobs-to-be-done (or problems) do your customers? There could be more than one depending on the customer. Working parents of young children often struggle to manage time effectively while balancing job responsibilities and childcare duties. Key jobs-to-be-done include organizing daily routines, ensuring family members are safe and learning new skills with their children or family members, and finding trustworthy childcare solutions. They also need tools to help them communicate quickly, plan meals, track appointments, and get reminders for tasks. The lack of integrated, easy-to-use systems adds stress and results in missed tasks or inefficient time use.	JBP 6. PROBLEM ROOT CAUSE What is the root reason that this problem exists? i.e. directly associated: find the eight solar panel installers, customer usage and benefits; indirectly associated: customers spend time on volunteering work (i.e., Greenpeace) This is part of a problem-solving or design thinking framework. It encourages digging beyond surface-level symptoms to understand systemic or underlying causes—often related to external forces (e.g., regulations, trends, behaviors, or outdated systems). Would you like help applying this template to your own project? If yes, please tell me the problem you're working on.	RC 7. BEHAVIOUR Which behaviors do your customers take offline? Extract offline channels from #7 i.e. directly associated: customers take online course - Company Website: The official website of a business where customers can find information, make purchases, and interact with the company. - Other: Identify a series of actions taken to accomplish a specific task, when customers can't accomplish a task online.	BE Focus on JBP, identify RC, identify BE
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in news media Identify external or internal events that prompt the customer to take action.	TR 10. YOUR SOLUTION If you are working on an existing business, write down your current solution first. For a new business, leave this blank until you've completed the template. If you are working on a new business proposition, then keep it blank until you fill in #11. If you are working on an existing business proposition, then fill in #10 with the current solution. This section is meant to identify the solution that matches customer limitations, solves a problem and matches customer behaviour. Identify the problem: The problem being worked on is to increase sales online on the image. But it appears to be related to finding a solution to a business problem. Analyse the template. The template provides guidance on how to approach the problem-solving process. If you are working on a new business proposition, then leave this blank until you fill in #11. If working on a new business proposition, it advises keeping the canvas blank until filling it in and coming up with a solution that fits within customer limitations and matches customer behaviour. Determine the solution	SL 8. CHANNELS OF BEHAVIOR Which channels do your customers take offline? Extract offline channels from #7 i.e. directly associated: customers take online course - Company Website: The official website of a business where customers can find information, make purchases, and interact with the company. - Other: Identify a series of actions taken to accomplish a specific task, when customers can't accomplish a task online.	CH Direct online & offline CH of BE
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER How do customers feel when they have a problem or a job and afterwards? i.e. lost, insecure + confident, in-control – use it in your communication strategy & design. This emotional journey can help tailor your communication strategy and product/service design.	EM	9. 2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development - Visiting physical stores - Attending events or workshops - Engaging with influencers or advocates - Using customer service facilities - Participating in focus groups or surveys	

References:

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