

Project Design Phase
Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID53123
Project Name	ResolveNow: Your Platform for Online Complaints
Maximum Marks	2 Marks

Problem–Solution Fit Template – ResolveNow

Problem Identified

Many users face delays, poor communication, and lack of transparency when registering and resolving complaints through traditional channels. There's no real-time status tracking, no agent interaction, and often no confirmation or follow-up, leaving users frustrated and helpless.

Proposed Solution

ResolveNow is a full-stack online platform that allows users to:

- Register complaints easily
- Track complaint status in real-time
- Chat directly with assigned agents
- Receive notifications and resolution updates
- Submit feedback post-resolution

Purpose Alignment

Solve complex problems in a customer-focused way

We address the pain of poor complaint handling by streamlining the entire process into a digital, responsive system.

Faster solution adoption

We built ResolveNow using technologies that users already interact with daily (web apps, email, chat) for easy onboarding.

Effective communication and marketing

By offering transparency, notifications, and agent communication, we create trust and engagement.

Increased user touchpoints

Users interact via dashboards, emails, chat, and feedback forms—enhancing the customer experience and platform credibility.

Improve existing complaint processes

Our platform replaces outdated systems by offering accountability, visibility, and faster resolution.

Template:

Problem-Solution Fit canvas		Purpose / Vision	Version:
1. CUSTOMER SEGMENT(S) <small>CS</small> Our primary customers are individuals who face issues with services or products and need a simple way to file and track complaints. Secondary users include agents who resolve those complaints and admins who manage the system. The platform serves both mobile and web users for wider accessibility.	6. CUSTOMER LIMITATIONS <small>CL</small> <small>EG. BUDGET, DEVICES</small> Some users may have limited technical skills, poor internet access, or language barriers, making it hard to use traditional digital complaint platforms.	5. AVAILABLE SOLUTIONS <small>AS</small> <small>PROS & CONS</small> Traditional in-person complaint counters Helpline numbers and email support systems Basic online grievance portals with limited features Social media platforms for raising public complaints	
2. PROBLEMS / PAINS <small>PR</small> <small>ITS FREQUENCY</small> Users face delays and no proper updates after submitting complaints No direct way to communicate with the agent handling the issue Lack of transparency and real-time tracking Insecure or unorganized complaint systems cause loss of trust Users often feel ignored and frustrated due to poor resolution flow	9. PROBLEM ROOT / CAUSE <small>RC</small> The root cause is the lack of a centralized, transparent, and user-friendly system for handling complaints. Traditional systems are slow, unresponsive, and don't offer real-time updates or direct communication with support agents. Traditional complaint systems are manual, slow, and often lack proper tracking mechanisms. There's no real-time communication between users and agents, and updates are rarely shared. Many systems are not user-friendly or accessible, especially for non-technical users. This results in poor trust, low engagement, and unresolved complaints.	7. BEHAVIOR <small>BE</small> <small>ITS INTENSITY</small> Customers usually try calling support, sending emails, or posting complaints on social media. They often follow up repeatedly when there's no response and may abandon the process if it takes too long or feels ineffective.	
3. TRIGGERS TO ACT <small>TR</small> Users are motivated to act when their complaints are ignored, delays cause frustration, or they need a faster, more transparent way to resolve urgent issues. Recommendations or seeing others use the platform can also trigger usage.	10. YOUR SOLUTION <small>SL</small> ResolveNow is a centralized online platform that lets users easily register complaints, track their status in real-time, chat with assigned agents, and receive timely updates—ensuring a faster, transparent, and user-friendly resolution process.	8. CHANNELS of BEHAVIOR <small>CH</small> ONLINE Users visit websites, use mobile apps, or post complaints on social media. They expect quick responses, real-time tracking, and easy interfaces. OFFLINE Users visit offices, fill out forms, or call helplines. They face long wait times, lack of updates, and limited access to complaint status, often leading to frustration or drop-off.	
4. EMOTIONS <small>EM</small> <small>BEFORE / AFTER</small> Users often feel frustrated, ignored, or helpless due to poor complaint handling. When using ResolveNow, they feel more relieved, empowered, and satisfied as their issues are acknowledged and resolved efficiently.			

Problem-Solution Fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Daria Nepriakhina / ideahackers.co - we tailor ideas to customer behaviour and increase solution adoption probability.

Explore AS, differentiate AS
Focus on PR, tap into BE, understand RC
Identify strong TR & EM
Extract online & offline CH or BE

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1. WHO IS YOUR CUSTOMER?

Our customers are individuals, citizens, or consumers facing issues with services or products and seeking a faster, transparent, and responsive way to register and resolve complaints—through web or mobile.

2.EXPLORE LIMITATIONS TO BUY/USE YOUR PRODUCT OR SERVICE

Some users may lack digital literacy, have limited internet access, or prefer local language support. Trust issues with digital systems may also limit usage.

3.HOW ARE YOU GOING TO BE DIFFERENT THAN COMPETITION?

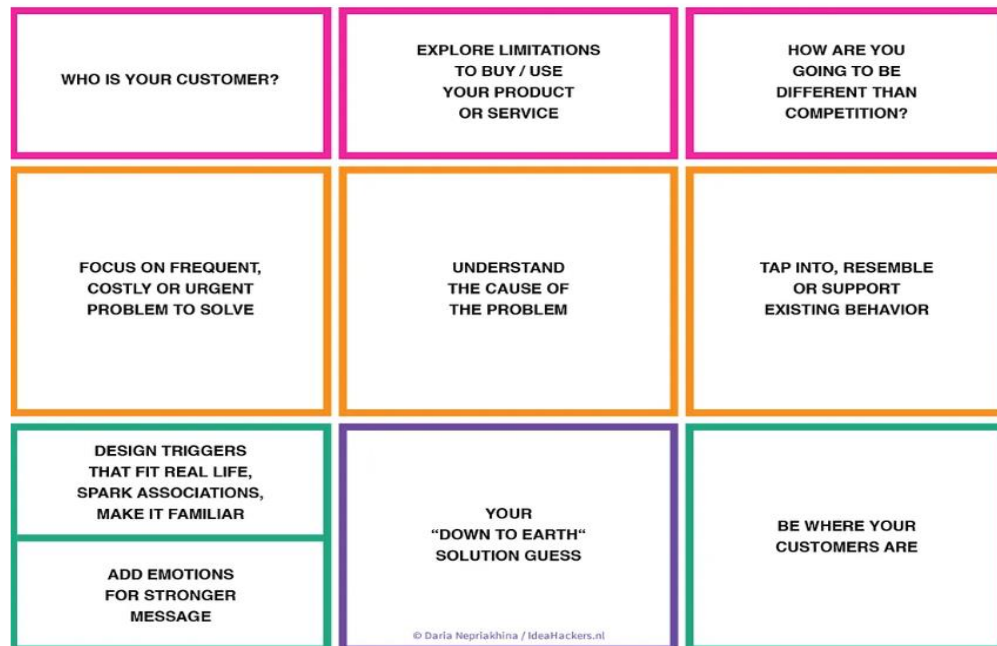
Unlike traditional or basic complaint portals, **ResolveNow** offers real-time status tracking, direct agent chat, smart notifications, and a smooth, user-friendly interface with both mobile and web access.

4.FOCUS ON FREQUENT, COSTLY, OR URGENT PROBLEM TO SOLVE

We focus on solving delays and lack of transparency in complaint resolution—a problem that affects large user groups regularly and leads to user dissatisfaction and service loss.

5. UNDERSTAND THE CAUSE OF THE PROBLEM

The core issue is that existing systems are outdated, lack real-time features, offer no agent communication, and are not centralized or user-focused.



6. TAP INTO, RESEMBLE, OR SUPPORT EXISTING BEHAVIOR

We designed ResolveNow to align with how users already behave—using apps for communication, expecting live updates, and preferring instant responses like those seen in chat or food delivery apps.

7. DESIGN TRIGGERS THAT FIT REAL LIFE, SPARK ASSOCIATIONS, MAKE IT FAMILIAR

Triggers like complaint confirmation emails, real-time status change alerts, and instant chat replies are designed to mimic familiar experiences from apps like WhatsApp or Swiggy—making the process intuitive and trustworthy.

8. ADD EMOTIONS FOR STRONGER MESSAGE

We aim to reduce frustration and build trust. Users feel heard, informed, and respected when their complaints are acknowledged and resolved transparently.



9. YOUR "DOWN TO EARTH" SOLUTION GUESS

A clean, easy-to-use platform that lets users submit complaints, track status, talk to agents, and receive timely updates—all from their phone or computer—without complex processes or long waiting times.

10.BE WHERE YOUR CUSTOMERS ARE

ResolveNow is accessible via mobile and desktop, integrates email and (optionally) SMS updates, and can be promoted through social media and service portals—meeting users where they already are.

References

1. IdeaHackers – Problem-Solution Fit Canvas
 <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. Medium by Epicantus – Problem-Solution Fit Canvas
 <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>