

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2026TMIDS49230
Project Name	Gemini Pro Financial Decoder
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:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">1. CUSTOMER SEGMENT(S) CS</div> <p>The primary customer segments for this project are small and medium-sized business owners, finance students, accountants, and startup founders who need quick and clear analysis of financial statements. These users often lack advanced financial analysis tools or the time to manually interpret large financial datasets.</p>	<div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">6. CUSTOMER CONSTRAINTS CC</div> <p>Customers may face several constraints while using our solution. Limited spending power or low account balance can restrict transactions. Poor internet connectivity may interrupt payment processing. Some users may not have compatible smartphones or updated devices. Additionally, lack of digital knowledge can limit their ability to use the application effectively.</p>	<div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold;">5. AVAILABLE SOLUTIONS AS</div> <p>Customers currently use several available solutions to complete their transactions. Many rely on cash payments or traditional bank visits to transfer money. Some use other digital payment apps or UPI platforms for convenience. While these options are familiar and easy to use, they may involve long waiting times, dependency on internet connection, or security</p>
<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <p>Our project addresses multiple jobs to be done for customers. The primary job is to enable fast and secure digital transactions without visiting a bank. It also helps users track their payments and view transaction history easily. Another problem we address is reducing dependency on cash and manual record keeping. Additionally, the system improves transparency and convenience in managing daily financial activities.</p>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">9. PROBLEM ROOT CAUSE RC</div> <p>The root cause of the problem is the increasing shift toward digital transactions and reduced use of physical cash. Many customers struggle because traditional banking processes are time-consuming and not always accessible. In some cases, changes in financial regulations and the push for cashless payments have made digital systems necessary. However, lack of awareness, limited digital literacy, and infrastructure issues like poor internet connectivity make it difficult for customers to adapt easily.</p>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold;">7. BEHAVIOUR BE</div> <p>Customers try different behaviors to address the problem and complete their transactions. Directly, they use digital payment apps, check their bank balance online, and monitor transaction history to ensure successful payments. Some also compare different payment platforms to find the most convenient one. Indirectly, they may seek help from friends or bank staff, recharge mobile data regularly to maintain internet access, or learn basic digital skills to use financial applications confidently.</p>
<div style="background-color: #d4edda; padding: 2px; text-align: center; font-weight: bold;">3. TRIGGERS TR</div> <p>Customers are triggered to act when they face payment delays or transaction failures. Seeing others use faster digital payment methods also encourages them to switch.</p>	<div style="background-color: #d4edda; padding: 2px; text-align: center; font-weight: bold;">10. YOUR SOLUTION SL</div> <p>Our current solution is a digital payment system that enables users to perform secure and quick transactions through a simple application. It is designed to fit customer limitations such as budget constraints, device availability, and internet dependency. The solution directly addresses problems like transaction delays, lack of transparency, and dependency on cash. It also aligns with customer behavior by providing an easy, user-friendly, and accessible platform for daily financial activities.</p>	<div style="background-color: #d4edda; padding: 2px; text-align: center; font-weight: bold;">8. CHANNELS OF BEHAVIOUR CH</div> <p>Customers search for digital payment options through websites, app stores, and social media platforms. They also read reviews, compare features, and complete transactions using mobile apps or online</p>
<div style="background-color: #d4edda; padding: 2px; text-align: center; font-weight: bold;">4. EMOTIONS: BEFORE / AFTER EM</div> <p>Before using the solution, customers may feel confused, insecure, or frustrated due to transaction delays or lack of clarity. After using the solution successfully, they feel confident, secure, and in control of their financial activities.</p>	<div style="background-color: #d4edda; padding: 2px; text-align: center; font-weight: bold;">6. CUSTOMER CONSTRAINTS CC</div> <p>Customers may face several constraints while using our solution. Limited spending power or low account balance can restrict transactions. Poor internet connectivity may interrupt payment processing. Some users may not have compatible smartphones or updated devices. Additionally, lack of digital knowledge can limit their ability to use the application effectively.</p>	

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