

Project Design Phase

Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID59810
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. existing people of 500g a week</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action to test their choices of solution? i.e. spending money, budget, no cash, network connection, available devices</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customer when they face the problem to need to get the job done? What have they tried in the past? What price & cost do these solutions have? i.e. pen and paper is an alternative to digital recording</small>
3. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different roles</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason this problem exists? What is the basic story behind the need to do this job? i.e. customers have to do it because of the change in regulations</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. already related, find the right order paper, measure, compare range and quality, indirectly associated customers spend time on volunteering work i.e. Interperson</small>
3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbours installing solar panels, reading about a more efficient solution in the news</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution (ideally in the customer's words) and check later how it fits reality. If you are working on a new business proposition, then keep it brief until you fit in the revenue and come up with a solution that the wider customer (theoretical) sees as a problem and requires customer behaviour</small>	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE <small>What kind of website do customers take action? Select online channels from 8.1</small> 8.2 OFFLINE <small>What kind of offline do customers take action? Select offline channels from 8.2 and one from the customer segmentation</small>
4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? i.e. Safe, secure, confident, to control, ease of use, good communication strategy & design</small>		

References:

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