

## Project Design Phase Problem – Solu on Fit Template

Date	30 June 2025
Team ID	LTVIP2025TMID35313
Project Name	Pattern Sense: Classifying Fabric Patterns using Deep Learning
Maximum Marks	2 Marks

Problem – Solu on Fit Template:

The Problem-Solu on Fit simply means that you have found a problem with your customer and that the solu on you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators iden fy behavioral pa erns and recognize what would work and whyPurpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solu on adop on by tapping into exis ng mediums and channels of behavior.
- ☐ Sharpen your communica on and marke ng 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 exis ng situa on in order to improve it for your target group. Template:

<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? (e.g. working parents of 5-10 year olds)	<b>6. CUSTOMER CONSTRAINTS</b> What constraints prevent your customer from doing better in their life? (choices of products? e.g. spending money, budget, no cash, remote location, outside domain)	<b>5. AVAILABLE SOLUTIONS</b> Which solutions are available to the customer when they face the problem? Do they need to get the job done? What have they tried in the past? What price & time do they want to spend? (e.g. pen and paper vs an alternative to digital searching)
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customer? There could be more than one, explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> What is the real reason this problem exists? What is the hard story behind the need to do this job? (e.g. customers have to do it because of the change of regulations)	<b>7. BEHAVIOUR</b> What does your customer do to address the problem and get the job done? (e.g. already related find the right side panel, transfer, calculate usage and benefits, indirectly associated: customer spend time time on understanding work & its consequences)
<b>3. TRIGGERS</b> What triggers customers to act? (e.g. seeing their neighbours installing solar panels, reading about a more efficient solution in the news)	<b>10. YOUR SOLUTION</b> If you are working on an existing business, write down your current solution. How it is the current, and check how much it is working. If you are working on a new business proposition, begin with it until you hit on the solution and come up with a solution that the wider customer community would accept and maintain customer behaviour.	<b>8. CHANNELS OF BEHAVIOUR</b> <b>8.1 HOW</b> What kind of actions do customers take to solve the problem? (e.g. channels from left to right)
<b>4. EMOTIONS: BEFORE / AFTER</b> How do customers feel when they face a problem or a job and afterwards? (e.g. feel frustrated + confused, in control - ease it to your communication strategy & design)		<b>8.2 WHY</b> What kind of actions do customers take to solve the problem? (e.g. channels from left to right)

References:

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