

Project Design Phase-I
Problem – Solution Fit Template

Date	26 September 2022
Team ID	PNT2022TMID12562
Project Name	Project –Traffic and Capacity Analytics for Major Ports
Maximum Marks	2 Marks

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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, Intro CC	1. CUSTOMER SEGMENT(S) CS <p>The Central Government, which manages Indian Railways, will benefit most.</p> <p>The organization that routinely transports its goods</p>	6. CUSTOMER CONSTRAINTS CC <p>The Indian railway system is a pillar of our economy. It's crucial to analyse these because it's challenging to manage traffic in these major ports.</p>	5. AVAILABLE SOLUTIONS AS <p>Several interlocking device types were introduced. Interlocking manually: Relay, Telematics, Mechanical, and Human Electronic, free-wired relay automatic interlocking.</p> <p>Failure of the interlocking system can result in a collision.</p> <p>There are two types of ERTMS, the common signalling and communication system (ATP) GSM-R ETCS (European Train Control System) (Global System for Mobile Communications - Railway)</p> <p>None of these options were effective enough.</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS JB <p>Data analytics can help in reducing rail corridor congestion and enhance the port connectivity</p> <p>Effective analysis must be done of all the port traffic data.</p> <p>A critical part of port development is port-rail connectivity, both from an economic and competitive perspective and to minimize the adverse externalities on people and the environment.</p>	9. PROBLEM ROOT CAUSE PR <p>1. Delay in transporting goods</p> <p>2. Loss for Industries</p>	7. BEHAVIOUR BE <p>The customer is the one who sends their goods by train; they need to know if they will arrive safely. They also require the reputation of Indian Railways, which promotes growth for both parties.</p>	
	3. TRIGGERS TR <p>Due to increased traffic, it was necessary to assess the capacity and traffic in key ports.</p>	10. YOUR SOLUTION YS <p>Our idea is to ask the details of their product and start destination with their given</p>	8. CHANNELS OF BEHAVIOUR CH <p>8.1 ONLINE Customer can track their goods in their place</p> <p>8.2 OFFLINE After the product is reached their required destination Customer will be informed through a normal message which doesn't require any network</p>	
Identify strong TR & CM	4. EMOTIONS: BEFORE / AFTER EM <p>BEFORE:</p> <p>They were unhappy about their products.</p> <p>AFTER:</p> <p>They were at ease and felt safe Transportation</p>			

References:

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