PROBLEM-SOLUTION FIT

CANVAS

Get actionable insights into real customer situation and decision-making process to improve your odds of solution adoption probability.



TEAM ID: PNT2022TMID01003

### PROJECT: Hazardous Area Monitoring for Industrial Plant powered by IoT

**Problem-Solution Fit** canvas

Version:

Purpose / Vision

**Explore AS, differentiate**

### CUSTOMER SEGMENT(S)

**Define CS, fit into CL**

**CS 6. CUSTOMER LIMITATIONS**

EG. BUDGET, DEVICES

**CL 5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS**

* TEMPERATURE MONITORING DEVICES
* SMART AREA MONITORING SENSORS
* SOUND PROOFING THE ENTIREPLACE NOT EFFECTIVE
* NETWORK ACCESS FOR BEACON
* EXPENSIVE INSTALLATION SETUP
* ACCESSIBILITY

**EMPLOYEES**

**LOWER LEVEL WORKERS**

**OPERATIONAL HEADS**

1. **PROBLEMS / PAINS + ITS FREQUENCY**

**Focus on PR, tap into BE, understand RC**

### PR

**9. PROBLEM ROOT / CAUSE**

### RC

1. **BEHAVIOR + ITS INTENSITY**

### BE

* IF THERS IS NO PROPER MAINTENANCE OR RESPONSE FROM CORRESPONDING TEAM THERE WILL BE COMPLAINTS RAISED FROM CUSTOMERS
* THE DEVICE HAS TO HAVE SPECIFIED DETAILS AND ACT SAFETLY
* HEAVY USAGE OF MACHINES
* IMPORTANT TO NOTE THE EMPLOYEES SAFETY
* NOISE ON OLD MACHINES

CLOUD SERVICE HAS TO BE AVAILABLE ALL TIME.

EQUIPMENT EXPENSIVE.

ALERT HUMIDITY AND IR RADIATION.

* 1. **TRIGGERS TO ACT**

**Identify strong TR & EM**

THE QUALITY OF BEING NEW AND DIFFERENT CAN BE STOLEN

* 1. **EMOTIONS BEFORE / AFTER**

### TR

BEFORE :DEVICES NOT HAVE PREMIUM FEEL

AFTER:DEVICES GETTING COMFORT

**EM**

### 10. YOUR SOLUTION

**SL**

* CLOUD SYSTEMS TO BE MADE AVAILABLE AT ALL TIMES
* DEVICE MONITORING STATIONS TO BE MADE ACTIVE

### CHANNELS of BEHAVIOR

ONLINE

24/7 SERVICE

* RAISING ISSUES THROUNGH MAIL

**OFFLINE**

### CH

OFFLINE SERVICE

WORKING WITH TEAMMATES TO RESOLVE ISSUES

.

**Focus on PR, tap into BE, understand RC**

**Extract online & offline CH of BE**

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