

## Project Design Phase-I

### Problem – Solution Fit Template

Date	
Team ID	B9-3A5E
Project Name	Digital naturalist –AI enabled Diversity researchers
Maximum Marks	

#### Problem – Solution Fit Template:

This chapter begins with a short description of “the problem of fit “ and the relationship between human and biophysical system in the ecosystems as detailed in the research of the institutional Dimensions of Global environmental Change .It goes on to represent the misfits between environmental institutions and biophysical and socioecological systems .A major part of the chapter discusses the correlations and the anatomy of misfits between biophysical ,environmental ,and resource regimes with reference to the governance system.

#### Purpose:

- Get the better understanding of your target market.
- Get a better understanding of the customer tasks and pain point.
- Get a better understanding of existing solution and what they lack.
- Build a solution based on real data.

#### Template:

Problem-Solution Fit canvas		Purpose / Vision	Version:
<div style="background-color: #f8d7da; padding: 5px; margin-bottom: 5px;"> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">CS</span> <p><small>Who is your customer? eg. working parents of 0-5 yo. kids</small></p> </div> <div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> <b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">PR</span> <p><small>Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1).</small></p> <p><small>How often does this problem occur?</small></p> </div> <div style="background-color: #d4edda; padding: 5px;"> <b>3. TRIGGERS TO ACT</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">TR</span> <p><small>What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)</small></p> </div>	<div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> <b>6. CUSTOMER LIMITATIONS</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">CL</span> <p><small>EG. BUDGET, DEVICES</small></p> <p><small>What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?</small></p> </div> <div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> <b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">RC</span> <p><small>What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).</small></p> </div> <div style="background-color: #d4edda; padding: 5px;"> <b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">SL</span> <p><small>If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit reality.</small></p> <p><small>If you are working on a new business proposition then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p> </div>	<div style="background-color: #f8d7da; padding: 5px; margin-bottom: 5px;"> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">AS</span> <p><small>PLUSSES &amp; MINUSES</small></p> <p><small>Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses &amp; minuses?</small></p> </div> <div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> <b>7. BEHAVIOR + ITS INTENSITY</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">BE</span> <p><small>What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). Indirectly related: volunteering work (Greenpeace etc)</small></p> <p><small>How often does this related behavior happen?</small></p> </div> <div style="background-color: #d4edda; padding: 5px;"> <b>8. CHANNELS of BEHAVIOR</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">CH</span> <p><small>ONLINE</small> <small>Extract channels from Behavior block</small></p> <p><small>OFFLINE</small> <small>Extract channels from Behavior block and use for customer development</small></p> </div>	
<div style="background-color: #d4edda; padding: 5px; margin-bottom: 5px;"> <b>4. EMOTIONS</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">EM</span> <p><small>BEFORE / AFTER</small></p> <p><small>Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) &gt; boost, feeling smart, be an example for others (made a smart purchase)</small></p> </div>			

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 Designed by Daria Neprikhina / [ideahackers.net](https://ideahackers.net) - we tailor ideas to customer behaviour and increase solution adoption probability.

**IdeaHackers** .NL

