Project Design Phase-I
Problem − Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID27274
Project Name	Project - Customer Care Registry
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) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

From Large to small business enterprises, organizations and startups who want their customer satisfactions and company's growth to next level

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Pricing and Cloud Storage

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Use Live chat, One to One communication, Online forums and FAQS instead of only merely giving the detailed description

Pros–Communication paves the way to better understanding of the issues. And Issues will be resolved quickly. Online forums and self-service option pave the way for customers to acquire the knowledge about the products.

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

JOBS-TO-BE-DONE to categorize the issues based on the products and improving the features on communication related fields

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job?

This product is new to the market. It still has many other features on the developing stage. Once it is completed, these features will be updated.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The customer can raise the issues or problems. Or the customer can directly contact the service desk team.

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Getting thought of developing their business and getting loyal and satisfied customer because of services providing application by seeing other business enterprises using our products

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control – use it in your communication strategy & design.

Confused, Lost > Clarity, Confident–Raising and fixing issues based on product categorization
Annoyed, Angry > Happy, satisfied–Better communication between customer and agent about the issues

10. YOUR SOLUTION `SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
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.

It is better to have the best communication features in customer service registry application. It enhances the customer service action. And It gains the customer satisfaction and brings more customer

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online – Customer can access our product with their verified credentials and can raise the issues/problems or use online forums

Offline – They can access FAQ's which is made available for offline or they can directly contact our customer service desk team