Project Design Phase-I Problem – Solution Fit

Date	05 OCTOBER 2022
Team ID	PNT2022TMID46390
Project Name	EARLY DETECTION OF CHRONIC KIDNEY
	DISEASE
Maximum Marks	2 Marks

Problem – Solution Fit:

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:

