Project Design Phase-I
Problem Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID02687
Project Name	A New Hint to Transportation-Analysis of the NYC Bike Share System
Maximum Marks	2 Marks

Project Title: **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMIDxxxxxx

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

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

Anyone who don't have bike and anyone who wants low of cost bike travelling and people who care about pollution

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.

IT requires proper network connection and the age must be above 18 . Both the condition should be ensured.

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

PROS:
1.DIrect information to the customers
CONS:1.Simple interface and not many options for users . 2. Not Using of modern algorithms

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

1.Creating interactive dashboard.
2.Using modern Data Analysis Techniques
3.Telling to the customers unavilabiity of bikes in peak hours.
4..Extracting the essential information from the large amount of dataset

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?
i.e. customers have to do it because of the change in regulations.

1.Petrol increaing rate and taxi,cabs price increasing.
2.Global Warming
3.During covid , world economic went down so people are unable to buy new bikes / cars.

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?
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)

1.User Dashboard must be provided . So that user can analyze the data.
2.Traditinoal bike sharing system has lots of limitations.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

1.This pratice increases people using public transport and it leads to no pollution world.

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.

1.User definitely feel happy after riding our bikes.Before that, they feels sad due to high cost of bikes.

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.

1.Providing interactive dashboard and they can make better decisions .
2.it increases trust between citibikes and their customers
3,We also planned to introduce the chatbots in our website , so it will make customer life a little bit easier

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.

1.Our main motiveis customer satisfaction and customer can analyze the data in our interactive dashboard.
2.Customer can get membership through online and offline . if online paymet must be paid through online only .

Identify strong TR & EM