Project Design Phase-I
Problem – Solution Fit
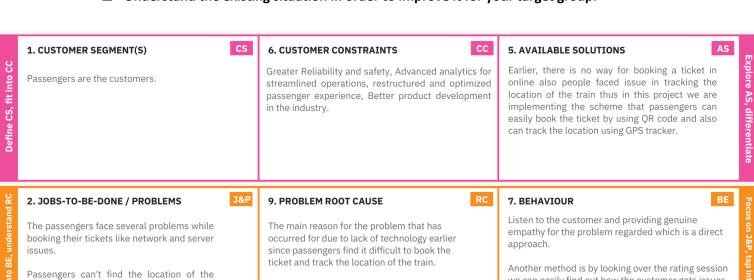
Date	19 September 2022
Team ID	PNT2022TMID12354
Project Name	Smart Solutions for Railways
Maximum Marks	2 Marks

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.**

Define CS, fit into CC	**1. CUSTOMER SEGMENT(S)** `CS` Passengers are the customers.	**6. CUSTOMER CONSTRAINTS** `CC` Greater Reliability and safety, Advanced analytics for streamlined operations, restructured and optimized passenger experience, Better product development in the industry.	**5. AVAILABLE SOLUTIONS** `AS` Earlier, there is no way for booking a ticket in online also people faced issue in tracking the location of the train thus in this project we are implementing the scheme that passengers can easily book the ticket by using QR code and also can track the location using GPS tracker.	**Explore AS, differentiate**
Focus on J&P, tap into BE, understand RC	**2. JOBS-TO-BE-DONE / PROBLEMS** `J&P` The passengers face several problems while booking their tickets like network and server issues. Passengers can't find the location of the train or track the availability of the train.	**9. PROBLEM ROOT CAUSE** `RC` The main reason for the problem that has occurred for due to lack of technology earlier since passengers find it difficult to book the ticket and track the location of the train. To overcome this problem, we have introduced QR code and GPS tracker for booking the ticket and finding the location of the train.	**7. BEHAVIOUR** `BE` Listen to the customer and providing genuine empathy for the problem regarded which is a direct approach. Another method is by looking over the rating session we can easily find out how the customer gets issues while using the application this is an indirect approach.	**Focus on J&P, tap into BE, understand RC**
Identify strong TR & EM	**3. TRIGGERS** `TR` Customers can be triggered to the application by the usage of their neighbors and by looking over their neighbors getting benefited by using the application. **4. EMOTIONS: BEFORE / AFTER** `EM` **Before:** They feel nervous because there is no option to proceed further and if they miss the train they can't track it too. **After:** Now the customers can track the location of the train and will never lose their confidence even they miss the because they know where the train is	**10. YOUR SOLUTION** `SL` Existing invention was about booking a ticket through online and getting the hardcopy of the ticket now the innovation was about booking the ticket and generating the QR code of that ticket and providing it to the TTR also the location of the train is also be tracked and the unique id is provided.	**8. CHANNELS of BEHAVIOUR** `CH` **8.1 ONLINE** Customers try to request for the problems through the application how they use and how it is favoring them using the rating option by which we can find the behavior of the customer and issues or problems they face. **8.2 OFFLINE** By direct booking of ticket they need to be in a queue for receiving a ticket which seems to be a big deal for the customers.	**Extract online & offline CH of BE**

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe