

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID09738
Project Name	Skill / Job Recommender
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:

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? The one who is interested in acquiring new skills and the one who is need of a job.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? Inadequate training, incorrect instruction, lack of necessary information about what to do or how to do it, poor equipment or supplies, lack of equipment or supplies.	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? Searching in online is better than noticing advertisement in newspapers.
	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 opportunity; jobs in various domains.	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? Financial crises, un employment in the society.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: search for jobs related to their skills; indirectly associated: learn new skills
	Focus on J&P, tap into BE, understand RC		
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? Facing jobless situation in society, trying to be self dependent.	10. YOUR SOLUTION SL Dealing with the tremendous proportion of selecting information Online, an errand searcher for the most part goes through hours to see as supportive ones. Regularly, people who need industry data are foggy about what unequivocally they need to figure out how to get a proper occupation for them. We address the issue of recommending sensible obligations to people who are searching for another work.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Searching for new skills to upgrade ourselves to get a new job.
	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.		8.2 OFFLINE What kind of actions do customers take offline? Refer books , journals, newspaper etc..
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>