Project Design Phase-I
Problem – Solution Fit Template

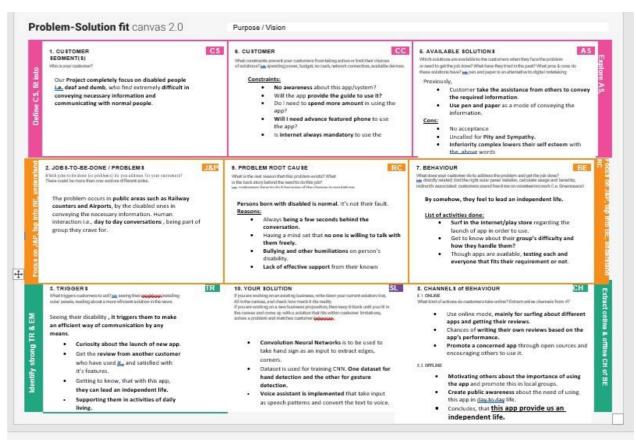| Date	17 October 2022
Team ID	PNT2022TMID09787
Project Name	Project – **Real -Time Communication System Powered By AI For Specially Abled**
Maximum Marks	2 Marks

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:

4. EMOTIONS: BEFORE / AFTER

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 & designs.

Before using the System /app:

- Society. And it's questions like "How can you talk if you are deaf?" It's humiliating.
- Uncalled for Pity and Sympathy.
- Dealing with "do you understand?" Every single time. First few times, it feels good that you are making sure I get you. But ever single time?

After using the System /app:

- Lead an independent life with this app.
- Conveying required information effectively.
- Inferiority complex of disabled can be overcome.

⭐ **AMALTAMA**