Pr oj ect Design Phase-IPr oblem – Solution Fit Template

Date	21October 2022
Team ID	PNT2022TMID39159
Project Name	Project -Real -TimeCommunication
	Sy stem Power ed By AI For Specially Abled
Maximum Marks	2 Marks

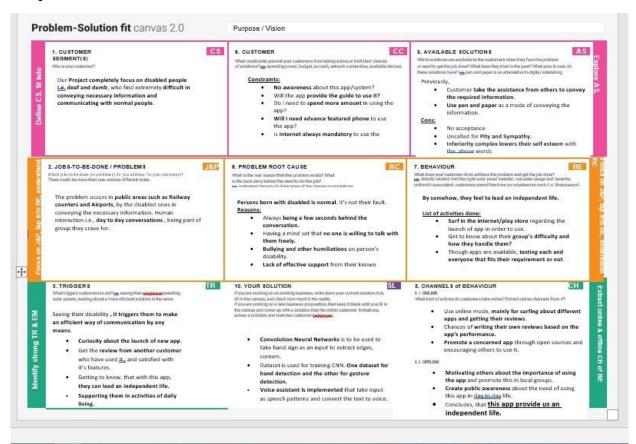
Problem -Solution Fit Template:

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:

- □ Solvecomplex problemsin a way that fitsthestateof your customers.
- □ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication andmark etingstrategy with theright trigger sandmessaging.
- Increasetouch-pointswith your company by findingtheright problem-behavior fitandbuildingtrust by solvingfrequent annoyances, or urgent or costly problems.
- Under stand 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? $\underline{\mathsf{La.}}$ lost, insecure a confident, in control - use it in your communication strategy & design.

- Before using the System /app:

 Society. And it's questions like <u>"How</u> 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.





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