

## Project Design Phase-I

### Problem Solution Fit Template

Date	1 October 2022
Team ID	PNT2022TMID22565
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Project Name	A new hint to transportation - Analysis of the NYC bike share system
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:

Define CS, fit into	1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small>	6. CUSTOMER <small>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.</small>	5. AVAILABLE SOLUTIONS <small>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small>	Explore AS,
	Anyone who requires a cheap and efficient medium of transport for a short period of time with no need of maintenance.	A well maintained database with a clear info about the user and the bike and an availability of the steady internet connection should be ensured	Traditional way of manually documentable database could be maintained and shared. But there might be a possibility of human errors and confusion due to huge records.	
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>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.</small>	7. BEHAVIOUR <small>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)</small>	Focus on J&P, tap into BE, understand
	To get a detailed information and stats about the rented bike to ascertain a proper bike sharing system.	Manual accounting and tracking of the rented vehicles could sometimes result in loss in track of records of the current user and the bike, which may lead to some serious consequences that should be faced by the bike sharing service provider.	User help and support could be provided by including the customer care services in the interface and instruction manuals could also be provided to the each user of the rented bike to cross check and verify the working of the software, interface and the bike sharing system.	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>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.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE
	Common and a more advanced practices that encourages public and a shared transport medium.	The Solution will have an advanced tech improvements in the bike sharing system which would bring advancements in the society and will also could act as a factor that cuts CO2 emission	Steady network and an efficient database system should be made ensured.	
	4. EMOTIONS: BEFORE / AFTER <small>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 &amp; design.</small>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	
	Customers will have a fair understanding about the bike (ex: no of kms it ran before, fuel capacity etc)		Ensure the proper working of bikes and the genuineness of the users.	