

## Project Design Phase-I Problem – Solution Fit

Date	27 September 2022
Team ID	PNT2022TMID27825
Project Name	Customer Care Registry
Maximum Marks	2 Marks

### Problem-Solution Fit Canvas:

### Problem-Solution fit canvas 2.0

Purpose / Vision **CUSTOMER CARE REGISTRY**

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids 1)E-commerce user who has issues in their product and its quality. 2)Retailers who need information about their product.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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. 1)This application is available in the regional language. 2)Provide acknowledge to customers once after their issued are resolved. 3)Customers can guide through manual which is available in the website.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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? i.e. pen and paper is an alternative to digital notetaking 1)Customers can get notified about the agent to maintain open and clear communication. 2)Provide active agents. 3)Directly contact with admins too	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. 1)Customer can get the solution for the ticket which was raised by them. 2)Customers can solve their raised tickets by using chatbot.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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. 1)Customers have lack of knowledge. 2)Customers violates the term and conditions. 3)Customers do not read guides properly which was provided.	<b>7. BEHAVIOUR</b> <span>BE</span> 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) 1)The customers track and analysis about their tickets and check with their updates. 2)Customer manual attached in the website to guide the customers.	
<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. 1)The customers need to solve their problem. 2)The customer can get the accurate and best solution for their tickets.	<b>10. YOUR SOLUTION</b> <span>SL</span> 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. The solution is to design the desk to get the customers ticket and provide the solution for those queries/tickets.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 The data that are provided by the customers are secure in cloud storage <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Customers can also get better solution for their tickets which was raised by them.	Extract online & offline CH of BE	
<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> 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. Before:The customers feel very frustrated and tensed. After:The customer can get help from our service and they feel satisfied with solution provide us.				

Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license  
 Created by Daria Nepriakhina / Amaltama.com