

Project Design Phase-I

Problem – Solution Fit Template

Date	16 NOVEMBER 2022
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Project Name	Data Analytics for DHL Logistics Facilities
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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 CC	1. CUSTOMER SEGMENT(S) CS Our customers are mostly middle-class parents and people living in different environment.	6. CUSTOMER CONSTRAINTS CC The main constraint is MONEY. We need of a huge investment to process logistics. Another constraint is the customer changes.	5. AVAILABLE SOLUTIONS AS 1. Transport - When consumer is at long distance our transport solution may be of use. 2. Warehouse - Storing of products is main problem. So, our warehousing solution solves that problem.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1. Frequent changing of their changes 2. A proper feedback.	9. PROBLEM ROOT CAUSE RC Many customers alter their changes in their decisions due to their wishes in different products.	7. BEHAVIOUR BE They need to be constant at their decisions before giving the final drastic measure.	
Focus on J&P, up into BE	3. TRIGGERS TR Due to the various changes made in the environment it triggers the customers to act.	10. YOUR SOLUTION SL The main and foremost solution in a DHL logistics is to build the customer trust about their product, process and infrastructure. Because a good atmosphere will definitely develop a good and trustworthy relationships between customer and supplier.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Customers mostly verify their dealers before making a final change. They visit some websites about their dealers. 8.2 OFFLINE To verify about their dealers, they will see if their neighbors has done the same action and they will know what is their confident level.	Focus on J&P, up into BE
	4. EMOTIONS: BEFORE / AFTER EM Definitely customers will feel a lack of confidence and trust before acting upon their will. But after they see it with their own eyes they will start to trust and their confidence level will get increased.			

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>