CUSTOMER CARE REGISTRY

PROBLEM-SOLUTION FIT

TEAM DETAILS:

Team No **:** PNT2022TMID10732
College Name **:** IFET COLLEGE OF ENGINEERING
Department **:** Electronic and Communication Engineering

PROBLEM MEMBERS :

❑ ABINASH.R
❑ DEVANATHAN.K
❑ ANBUSELVAN.R
❑ AJITHKUMAR.M

PROJECT DESIGN PHASE –I

PROPOSED SOLUTION

DATE	05 October 2022
TEAM ID	PNT2022TMID10732
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
eg. working parents of 0-5 y.o. kids

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

What limits your customers to act when problem occurs?
Spending power, budget, no cash in the pocket? Network connection?
Available devices?

5. AVAILABLE SOLUTIONS PLUSES & MINUSES `AS`

Which solutions are available to the customer when he/she is facing
the problem? What had he/she tried in the past? Pluses & minuses?

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

Which problem do you solve for your customer?
There could be more than one, explore different sides.
eg. existing solar solutions for private houses are not considered
a good investment (1).

How often does this problem occur?

9. PROBLEM ROOT / CAUSE `RC`

What is the root of every problem from the list?
eg. People think that solar panels are bad investment right now, because they are too
expensive (1.1), and possible changes to the law might influence the return of
investment significantly and diminish the benefits (1.2).

7. BEHAVIOR + ITS INTENSITY `BE`

What does your customer do about / around / directly
or indirectly related to the problem?
eg. directly related: tries different "green energy"
calculators in search for the best deal (1.1), usually chooses
for 100% green provider (1.2).
indirectly related: volunteering work (Greenpeace etc)

How often does this related behavior happen?

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

What triggers customer to act?
eg. seeing their neighbor installing solar panels (1.1), reading about
innovative, more beautiful and efficient solution (1.2)

10. YOUR SOLUTION `SL`

If you are working on existing business - write down existing solution first, fill in
the canvas and check how much does it fit 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 .

8. CHANNELS of BEHAVIOR `CH`

ONLINE
Extract channels from Behavior block

OFFLINE
Extract channels from Behavior block and use for customer development

Extract online & offline CH of BE

4. EMOTIONS BEFORE / AFTER `EM`

Which emotions do people feel before/after this problem is solved?
Use it in your communication strategy.
eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example
for others (made a smart purchase)

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Thank you