

## Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID17971
Project Name	Project – Traffic and Capacity Analytics in Major Ports
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.**

Project Title: Traffic and Capacity Analytics for Major Ports

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <span style="float: right; background-color: #f0f0f0; padding: 2px;">CS</span>	6. CUSTOMER CONSTRAINTS <span style="float: right; background-color: #f0f0f0; padding: 2px;">CC</span>	5. AVAILABLE SOLUTIONS <span style="float: right; background-color: #f0f0f0; padding: 2px;">AS</span>	Explore AS, differentiate
	<ul style="list-style-type: none"> <li>✓ Business People</li> <li>✓ Government Sector People</li> <li>✓ Rail Passengers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Failed to track their goods</li> <li>✓ Not able to predict the arrival/ departure time of train</li> <li>✓ Passengers do not know the correct arrival time</li> </ul>	<ul style="list-style-type: none"> <li>✓ Dashboard is created to visualize the goods status</li> <li>✓ Predictive Analytics is done</li> </ul>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <span style="float: right; background-color: #f0f0f0; padding: 2px;">J&amp;P</span>	9. PROBLEM ROOT CAUSE <span style="float: right; background-color: #f0f0f0; padding: 2px;">RC</span>	7. BEHAVIOUR <span style="float: right; background-color: #f0f0f0; padding: 2px;">BE</span>	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> <li>✓ Port status is monitored regularly via dashboard</li> </ul>	<ul style="list-style-type: none"> <li>✓ The departure/arrival delay may causes congestion in ports.</li> <li>✓ Passengers may not able to catch the train on time.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Should monitor the dashboard on regular basis</li> </ul>	
Identify strong TR & EM	3. TRIGGERS <span style="float: right; background-color: #f0f0f0; padding: 2px;">TR</span>	10. YOUR SOLUTION <span style="float: right; background-color: #f0f0f0; padding: 2px;">SL</span>		8. CHANNELS of BEHAVIOUR <span style="float: right; background-color: #f0f0f0; padding: 2px;">CH</span>
	<ul style="list-style-type: none"> <li>✓ Government needs to prevent congestion in future.</li> <li>✓ For Business people to track their goods.</li> <li>✓ For Passengers to catch the train on time.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Dashboard is created to visualize the goods and port status</li> <li>✓ Predictive Analytics is done</li> </ul>		
	4. EMOTIONS: BEFORE / AFTER <span style="float: right; background-color: #f0f0f0; padding: 2px;">EM</span>			
	<p>Before</p> <ul style="list-style-type: none"> <li>✓ Business people could not able to track their goods.</li> <li>✓ Passengers may not able to catch the train on time.</li> <li>✓ Government sector do not know how to reduce the congestion</li> </ul> <p>After</p> <ul style="list-style-type: none"> <li>✓ Business people can able to track their goods.</li> <li>✓ Passengers can able to catch the train on time.</li> <li>✓ Government sector know how to reduce the congestion in future</li> </ul>			