

## Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID17806
Project Name	Smart Fashion Recommender Application
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.

### Sample Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	<b>CS</b>	<b>6. CUSTOMER CONSTRAINTS</b> <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>	<b>CC</b>	<b>5. AVAILABLE SOLUTIONS</b> <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>	<b>AS</b>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	<b>J&amp;P</b>	<b>9. PROBLEM ROOT CAUSE</b> <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>	<b>RC</b>	<b>7. BEHAVIOUR</b> <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>	<b>BE</b>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	<b>TR</b>	<b>10. YOUR SOLUTION</b> <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>	<b>SL</b>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>	<b>CH</b>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <small>How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>	<b>EM</b>			<b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>		

### References:

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

### My Application Problem - Solution Fit:

# Problem-Solution fit canvas 2.0

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; border: 1px solid black; padding: 2px;">CS</span> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; border: 1px solid black; padding: 2px;">CC</span> <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>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; border: 1px solid black; padding: 2px;">AS</span> <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, differentiate
	<p>All people above 18 years. Should have an bank account. Everybody can view the products.</p>	<p>Less quantity of products Regional shipping policies and prices Availability of products in their country High Cost may limit the customer Latest updates in the solution Searching Time Current trends Product Awareness Network Connections</p>	<p>Go to a nearby textile Showroom Got the products from the known persons Made their own clothing May searched for it in other e-commerce applications</p>	
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; border: 1px solid black; padding: 2px;">J&amp;P</span> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; border: 1px solid black; padding: 2px;">RC</span> <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>	<b>7. BEHAVIOUR</b> <span style="float: right; border: 1px solid black; padding: 2px;">BE</span> <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 RC
	<p>Make the products available in the application The shipping facility must be ensured for all regions Know the current trend among the customer Door Delivery must be done User friendly web application Low Search time for fashion products Better Recommendation based on user preferences Communications among the Users</p>	<p>Long time for searching Low availability of products Travel time to nearest textile showroom No Door Delivery High Cost of products Very high taxes for raw materials Poor suggestions</p>	<p>Ask the friends about the e-commerce application Get an idea on the latest fashion products Install or browse the fashion retailer application Understand the quality of product based on reviews Analyse the cost whether it is a gain Order a product and get it delivered</p>	
Define CS, fit into CL	<b>3. TRIGGERS</b> <span style="float: right; border: 1px solid black; padding: 2px;">TR</span> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	<b>10. YOUR SOLUTION</b> <span style="float: right; border: 1px solid black; padding: 2px;">SL</span> <small>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</small>	<b>8.1 ONLINE CHANNELS</b> <span style="float: right; border: 1px solid black; padding: 2px;">CH</span> <small>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</small>	Explore AS, differentiate
	<p>Social media advertisement on fashion Fashion products used by stars Suggestion made by friends Neighbours' showoff Need of the product User comments on a Fashion Product</p>	<p>The solution that can be used for this fashion product online retailer application is to include a chatbot powered by IBM Watson Assistant which is used to recommend the fashion products efficiently based on the users' preferences. Another big advantage of using a chatbot is that it reduces time for searching significantly when compared to conventional e-commerce web application and increase the user satisfaction by providing the highly rated products.</p>	<p>Search for Fashion product Read other user comments Analysing the cost with other related products View social media posts</p>	
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; border: 1px solid black; padding: 2px;">EM</span> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>		<b>8.2 OFFLINE CHANNELS</b> <span style="float: right; border: 1px solid black; padding: 2px;">CH</span> <small>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</small>	
	<p><b>Before:</b></p> <ul style="list-style-type: none"> <li>- Helplessness</li> <li>- Frustrated</li> <li>- Disappointed</li> <li>- Worried</li> </ul> <p><b>After:</b></p> <ul style="list-style-type: none"> <li>- Happy</li> <li>- Excited</li> <li>- Proud</li> <li>- Surprised</li> </ul>	<p><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></p>	<p>Ask friends and neighbours about the product Look at the fashion used by others Know the latest trend from newspaper or magazines</p>	

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