Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID35432
Project Name	Project - Statistical Machine Learning Approaches to Liver Disease
Maximum Marks	2 Marks

Problem – Solution Fit Template:

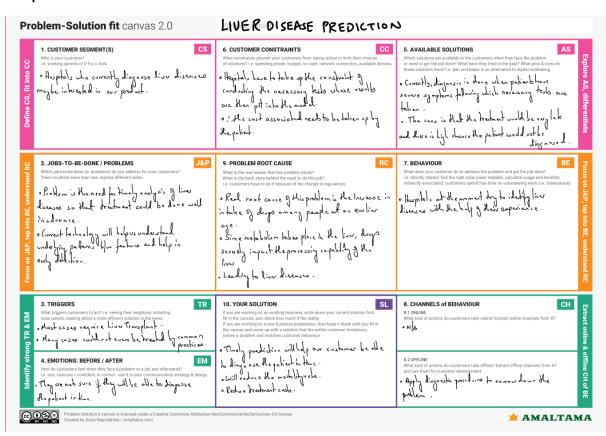
The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

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.

Template:



Extract online offline CH of BE

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1. CUSTOMER SEGMENT(S)

CS

J&P

TR

EM

6. CUSTOMER CONSTRAINTS

5. AVAILABLE SOLUTIONS

AS

Who is your customer? i.e. working parents of 0-5 v.o. kids

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.

have to take up the constraint of o! the cost associated needs to be taken up b

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

and there is high chance the patient would not be

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

· Problem is the need for timely enalysis of inadvance early deltaction

9. PROBLEM ROOT CAUSE

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.

· Real roof cause of this problem is the Invecese in servely impact the processing capability of the

7. BEHAVIOUR

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)

o Hupital, at the nament dry to identify liver diseases with the half of their experience.

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

10. YOUR SOLUTION

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

8. CHANNELS of BEHAVIOUR

What kind of actions do customers take online? Extract online channels from #7

SL

What kind of actions do customers take offline? Extract offline channels from #7

4. EMOTIONS: BEFORE / AFTER

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

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Identify strong TR