

Project Design Phase-I
Problem – Solution Fit Template

Date	26 September 2022
Team ID	PNT2022TMID40127
Project Name	Project - Car Resale Value Prediction
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:

Project Title: Car Resale value Prediction

Project Design Phase-I - Solution Fit

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids CS Transferer - Transferer is a person who is making a journey or a person who travels a lot.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, no network connection, available devices. Each vehicle has a capacity: the maximum quantity that the vehicle can hold. As a vehicle travels along its route, the total quantity of the items.	5. AVAILABLE SOLUTIONS AS 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. A machine is not for eternity and with years of being time-tested in various conditions, it is bound to witness some kind of breakdowns. The same goes with cars, even though the modern-day cars are as robust as it gets, still there are various factors which can cause a car to get down every once in a while. For Example - Solutions: <ul style="list-style-type: none">• Dead or Discharged Battery• Uneven tyre wear• Engine Overheating• Low fuel/mileage• Low Engine Oil Level	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P What jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. As a car lover, you don't just love to drive—you're passionate about the craftsmanship of cars and are curious about the engineering that goes into each vehicle. Well, your love for cars doesn't have to end in your garage.	9. PROBLEM ROOT CAUSE RC 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 a lot of business of the change in regulations. It seeks to identify the origin of a problem using a specific set of steps, with associated tools, to find the primary cause of the problem.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right colour panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Geotreespace) The customer service department is the face of the car company for the customers; the service team should experience the customer problem to give the solution.	
Focus on J&P, map into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e., seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Many people will search to see the cars within the price range they can offer before making a purchase. Work on a great website and images to attract customers to your store. Investing in more advanced marketing, such as Local SEO, will help you attract people who are searching for car dealers in your area.	10. YOUR SOLUTION SL 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. 1.Infrastructure This section is all about the things you need—people, processes, technology, and partners—to run your business. 2.Key activities. What does your business do? Are you managing large software teams? Do you have to manage a large supply chain? These are activities essential to the business. 3.Customer segments. These are the people to purchase your product. It is helpful to think of your first customer. In the end, you may want everyone to be a customer, but, right now, who will be the first person to buy your product? Customer segmentation can be categorized by demographic, geography, social class, financial class, personalities, etc. 4.Finances. To know the customer to how they spend the money.	8. CHANNELS OF BEHAVIOUR CH 8.1. ONLINE What kind of actions do customers take online? Extract online channels from #7 1.Listen to Customers. Sometimes, customers just need to know that you're listening. If they're confused or have a problem, by lending a listening ear, you're showing that you care and that you're not dismissing them. 2.Suggest Solutions. Have a menu of online remedies which you and your employees can use. Whether it's purely a refund or return, or if it's coupons or a free service. By agreeing in advance the scenarios where you will provide these remedies, and how much you're willing to spend, you will be able to speak calmer and more confidently when offering the solution. 3.Be Available. Customer service is no longer just about face-to-face contact and telephone. If you're working in an industry or marketplace where customers are constantly online, you need to ensure your service delivery is incorporated that. It does not need to be a dedicated helpdesk Twitter handle, simply make sure you respond promptly and informatively to clients on your business Facebook page or on your Twitter account. 8.2. OFFLINE What kind of actions do customers take offline? Community engagement. A great way to get your name out there (and be a responsible business overall) is to get involved in the community. Now our first thought may be sponsoring a non-profit, but you can also promote volunteer work amongst your company. <i>Extract offline channels from #7 and use them for customer development.</i> 1. Business Cards Investing in well-made business cards is one of the most effective ways to get your business out there. Set your brand apart by choosing a unique design that reflects your brand values and creativity. 2. Create pamphlets and flyers Another way to get your brand message out to your target market is to give away printed marketing material. Flyer printing may seem like an old tactic, but that doesn't mean it doesn't get results, especially if you're heading to a trade show, or trying to gain some visibility in your local area. 3. Offer coupons There's no better way to foster brand loyalty and get your message out there than by throwing a sale.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM 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. If any of these occur, customers might call asking for recommendations, refunds or troubleshooting advice. When a customer calls with a poor product quality complaint, it's important to ask the customer questions about the product and identify the major issues.			

References:

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