

Project Design Phase-I
Problem – Solution Fit Template

Date	5 October 2022
Team ID	PNT2022TMID16376
Project Name	Project – Natural Disasters Intensity Analysis and Classification using Artificial Intelligence
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.**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

Customers are people in general public affected by disasters and meteorologists.

CS

6. CUSTOMER CONSTRAINTS

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.

Unpredictable climate changes, lack of awareness, do not have correct guidance lack of availability of resources or devices, financial constraints

CC

5. AVAILABLE SOLUTIONS

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

Using storm shutters over exposed glass can help prevent high winds from entering the house. Check your emergency survival kit. Host evacuation workshops. Provide relevant disaster preparedness information to people.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

Natural disasters problem includes diseases, shortage of food, unhygiene water and loss of livelihood. Destruction of infrastructure such as houses, hospitals and airports.

J&P

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.

Global warming, soil erosion, Natural activities on earth crust, Mining, Pollution, Ocean currents, Deforestation

RC

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)

Partner with local community emergency response teams. Hold a build-an-emergency-kit party. Involve the local media in the planning process. Host evacuation workshops. Obtaining relevant disaster preparedness information.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

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

Construction works, legal and illegal mining, unregulated cutting of hills. Such human activities trigger disaster.

TR

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.

Stress, Fear and anxiety. A sense of despair, hopelessness, or emptiness Irritability and a short temper

EM

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.

Being aware about the disaster, rescue teams to prioritize designated areas in their relief efforts, Prior preparing of emergency kits and food kits, setting up disaster prediction system.

SL

8. CHANNELS of BEHAVIOUR

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

Seeking help from disaster recovery forces or media through internet

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Moving to a safer and non-hazardous place

CH

Extract online & offline CH of BE