

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	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, network connection, available devices.	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	Explore AS, differentiate
	<ul style="list-style-type: none"> Sales Manager looking for smart sales strategies. Ecommerce Business looking for increasing sales. 	<ul style="list-style-type: none"> Unreliable and sudden surges of products sales due to environmental factors. Insufficient technical knowledge. 	<ul style="list-style-type: none"> Spreadsheet tools like Excel, Google Sheets Outsourcing to Analytics firms 	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	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 it because of the change in regulations.	7. BEHAVIOUR BE 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)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Decision makers of E-commerce companies(User) need a way to comprehend raw data, analyse and make more informed business decisions. E-commerce companies(User) need a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers. 	<ul style="list-style-type: none"> Huge Amount of raw data Lack of knowledge 	<ul style="list-style-type: none"> Outsourcing to Analytics firms and getting insights Getting an employee division trained to deal with analytics if they have sensitive data Reading up about the latest developments in data handling and check if additional cost is worth the benefits 	

TR

- Seeing competitors benefit from Data Analytics tools.
- Reading about a simple interface to use with minimal training such as IBM Cognos
- Having a trial run of using data analytics tools with positive outcome

EM

- Trial and Error with multiple attempts of decision making >> Informed and one off decision making
- Need to retain experienced staff to gain more insight from just experience >> Anyone can use the tool to observe concrete statistical relationships and patterns between various factors in the organization
- Lost, gut feelings >> Informed decisions, backed up by statistics
- Overwhelmed by data, missing important patterns >> Ability to confidently handle large volumes of data without risk of missing any important correlators

SL

- A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes

CH

- 8.1
 - Outsourcing to Analytics firms and getting insights
 - Getting an employee division trained to deal with analytics if they have sensitive data
- 8.2
 - Reading up about the latest developments in data handling and check if additional cost is worth the benefits