

## Project Design Phase-I

### Problem – Solution Fit Template

Date	03 October 2022
Team ID	PNT2022TMID21102
Project Name	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.**

#### Solution Fit :

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p><b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">CS</span></p> <p>The person who's age is greater than 18 and also having car</p> <p>The person who needs to sell old car in an appropriate value.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">CC</span></p> <p>The customer constraints are providing information about the the used car no cash, network connection, available devices.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">AS</span></p> <p>Customer needs to handler their car to broker and they need to spend money for them also.</p> <p>They sell their old cars according to the brokers provided rate.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">J&amp;P</span></p> <p>If anyone wants to sell their car either they have to take their car to a respective company workshop or have to make an appointment for the company to get an estimate of the price . This process involves a lot of time and resources.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">RC</span></p> <p>The customer who needs to resale the car has no idea about fixing the rate for their used car. They don't know any prior knowledge about it. So, They need to look for third person (Brokers)</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>7. BEHAVIOUR</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">BE</span></p> <p>Customer's are directly related: They just need to provide the used car information in their free time by providing the information. Our web application gives the accurate value for the old car.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR &amp; EM</div> <div> <p><b>3. TRIGGERS</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">TR</span></p> <p>Seeing their neighbour's, Buying a used car with cheap price and gather the web application information from them.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">SL</span></p> <p>If you want to sell used cars, Write down your current information about the car in the appropriate field and check the appropriate rate for the used car.</p> <p>It may be very old model car or a new model car. It provides the accurate rate for selling the car.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">CH</span></p> <p>8.1 ONLINE</p> <p>Fill the required field, Predicate the price and buy the used car depends upon the price.</p> <p>8.2 OFFLINE</p> <p>After bought the car, Modification and maintenance happens in offline.</p> </div> </div>

#### References:

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