

## Project Design Phase-I Problem – Solution Fit Template

Date	14 November 2022
Team ID	PNT2022TMID21127
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 Template		Team ID: PNT2022TMID21127	
<b>Define CS, fit into CC</b>	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">CS</span> People looking for budget friendly cars. Second-hand car buyers.	<b>Explore AS, differentiate</b>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">CC</span> Not affordable. Tough finding a well-maintained car. Whether the price of purchasing is worth it or not.	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">AS</span> Through searching the Internet. Through asking relatives and friends.	
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">J&amp;P</span> Provide Customers with the necessary details regarding the car. Ensure that the Customer does not have any trust issues.		<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">RC</span> Not aware of the right pricing of cars. Lack of trust.	<b>7. BEHAVIOUR</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">BE</span> Customer does more detailed research. Analyses the worth of the car through multiple sources.	
<b>Identify strong TR &amp; EM</b>	<b>3. TRIGGERS</b> <span style="float: right; background-color: #008000; color: white; padding: 2px 5px;">TR</span> People they know buying their own cars. Advertisements everywhere.	<b>Identify strong TR &amp; EM</b>	<b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #000080; color: white; padding: 2px 5px;">SL</span> Customer can be provided with all of the essential details needed in order to make an informed and well thought decision before the purchase of the car.	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #008000; color: white; padding: 2px 5px;">CH</span> <u>ONLINE :</u> Searching through websites and social media. <u>OFFLINE :</u> Checking out the car model in-person and getting all of their doubts cleared.	
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #008000; color: white; padding: 2px 5px;">EM</span> Before – Nervous, Tense, Doubt. After – Happiness, Relief, Pride.				