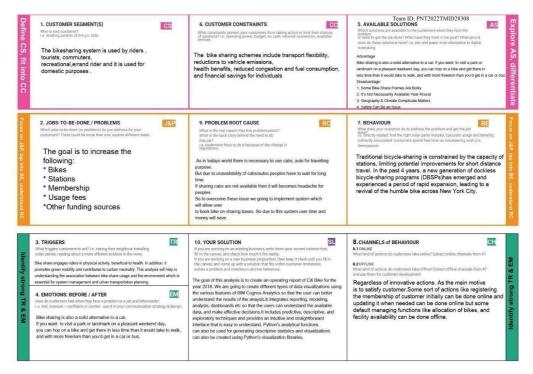
Project Design Phase-I Problem – Solution Fit Template

Team ID	PNT2022TMID39501	
Project Name	A New Hint to Transportation - Analysis of the NYC Bike Share System	
Team Members	Team Leader: THIRUPATHI K Team member : VIGNESH P Team member : AJAY A Team member : MADHAN R	

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

Template:



Purpose:

- Solve cumplex 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.