

## Project Design Phase-I Problem Solution Fit

Date	12 OCTOBER
Team ID	PNT2022TMID48949
Project Name	Customer Care Registry

### Problem-Solution Fit

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #007bff; color: white; padding: 2px 5px;">CS</span> Ordinary folks	<b>6. CUSTOMER LIMITATIONS</b> <span style="float: right; background-color: #007bff; color: white; padding: 2px 5px;">CL</span> <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> <li>Buyer perception is affected disproportionately.</li> <li>Dissatisfied.</li> <li>Returning the item</li> <li>Complaining to the appropriate authority.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #007bff; color: white; padding: 2px 5px;">AS</span> <small>PLUSES &amp; MINUSES</small> Provide a substitute for the unavailable goods. Before purchasing things, conduct product testing. Respond to consumer inquiries as soon as possible. Quick delivery. Provide accurate products.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <span style="float: right; background-color: #ffc107; color: white; padding: 2px 5px;">PR</span> <small>THIS FREQUENCY</small> <ul style="list-style-type: none"> <li>Products that are unavailable</li> <li>Product of poor quality</li> <li>Long wait times for customer service responses</li> <li>Delay in delivery</li> <li>Offering the incorrect product</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right; background-color: #ffc107; color: white; padding: 2px 5px;">RC</span> <ul style="list-style-type: none"> <li>Not updating the stock.</li> <li>Inadequate product testing.</li> <li>Customer service is ineffective.</li> <li>Awful delivery system.</li> <li>Poor product inspection prior to packaging.</li> </ul>	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> <li>When the product is unavailable, switches to another product.</li> <li>Demand for the replacement of a low-quality product.</li> <li>Advice on how to improve response time and delivery speed.</li> <li>Returning and replacing an incorrect product</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">TR</span> <ul style="list-style-type: none"> <li>Viewing items accessible on other websites.</li> <li>Other areas have high-quality products.</li> <li>Short wait period and quick delivery for others.</li> </ul>	<b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">SL</span> <ul style="list-style-type: none"> <li>Stock up on things as they become available and as they are sold.</li> <li>Product quality must be properly tested.</li> <li>Customer service that is effective.</li> <li>Improving the supply system</li> <li>Checking the merchandise twice or three times before packaging it.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span style="float: right; background-color: #28a745; color: white; padding: 2px 5px;">CH</span> ONLINE Through digital media, users may search for, purchase, use, and evaluate items or services that they believe will meet their requirements.  OFFLINE Utilize the client experience to aid in customer development.	Extract online & offline CH
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> Before - Frustrated and enraged, Run out of patience. After - Positive buying experience, trustworthy and satisfied			