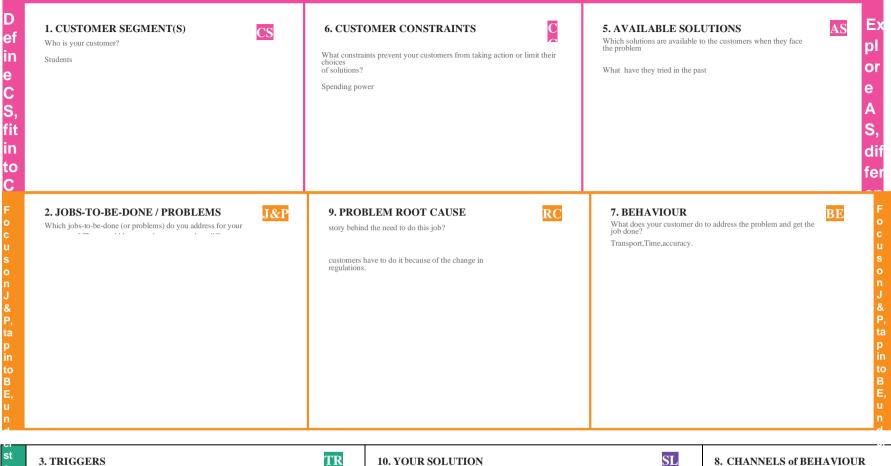
Project Title:

Project Design Phase-I - Solution Fit TemplateTeam ID:PNT2022TMIDxxxxxx



3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

10. YOUR SOLUTION

EM

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

- It helps student for making decision for choosing a right college.
- Here the chance of occurrence of error is less when compared with the existing system.

8. CHANNELS of BEHAVIOUR

What kind of actions do customers take online? Extract online channels from #7

use them for customer development.

 $\overline{\mathbf{CH}}$

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.



What kind of actions do customers take offline? Extract offline channels from #7 and

