

## Project Design Phase-I Problem – Solution Fit

Date	10 OCTOBER 2022
Team ID	PNT2022TMID01023
Project Name	IoT Based Safety Gadget for Child Safety Monitoring & Notification
Maximum Marks	2 Marks

### Problem – Solution Fit:

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.**

### Problem-Solution fit:

**Problem-Solution fit canvas 2.0**

Purpose / Vision

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Define CS, fit into CC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">1. CUSTOMER SEGMENT(S)</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">CS</div> </div> <div style="font-size: 0.7em;">Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div style="font-size: 1.2em; font-weight: bold;">Parents or guardians of 5–15-year-old kids.</div> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">6. CUSTOMER CONSTRAINTS</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">CC</div> </div> <div style="font-size: 0.7em;">What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div> <div style="font-size: 1.2em; font-weight: bold;">Budget, availability of devices, reliability</div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">5. AVAILABLE SOLUTIONS</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">AS</div> </div> <div style="font-size: 0.7em;">Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do they have? What are the barriers to adoption?</div> <div style="font-size: 1.2em; font-weight: bold;">The existing solutions are very costly or follow a subscription-based model</div>
<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">J&amp;P</div> </div> <div style="font-size: 0.7em;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div style="font-size: 1.2em; font-weight: bold;">Reduce the cost, make it more user friendly</div> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">9. PROBLEM ROOT CAUSE</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">RC</div> </div> <div style="font-size: 0.7em;">What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. why is this problem important?</div> <div style="font-size: 1.2em; font-weight: bold;">Parents have to do this because of increasing child related crimes</div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">7. BEHAVIOUR</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">BE</div> </div> <div style="font-size: 0.7em;">What is the behavior that you want to change? What is the current behavior? What are the barriers to adoption?</div> <div style="font-size: 1.2em; font-weight: bold;">Drop and pick up the child straight from the location like school and park</div>
<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Identify strong TR &amp; EM</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">3. TRIGGERS</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">TR</div> </div> <div style="font-size: 0.7em;">What triggers the customer to take action? What are the cues that trigger the behavior?</div> <div style="font-size: 1.2em; font-weight: bold;">Listening to news related to child crimes</div> </div> <div style="display: flex; justify-content: space-between; align-items: center; padding-top: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">4. EMOTIONS: BEFORE / AFTER</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">EM</div> </div> <div style="font-size: 1.2em; font-weight: bold;">Scared &gt; Peace of mind</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">10. YOUR SOLUTION</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">SL</div> </div> <div style="font-size: 0.7em;">What is the solution that you want to offer? What are the key features? What are the barriers to adoption?</div> <div style="font-size: 1.2em; font-weight: bold;">To create a device which costs low and is more user friendly</div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="font-size: 0.8em; font-weight: bold;">8. CHANNELS of BEHAVIOUR</div> <div style="font-size: 0.7em; font-weight: bold; background-color: #f08080; padding: 2px 5px;">CH</div> </div> <div style="font-size: 0.7em;">How do you want to reach your customers? What are the channels? What are the barriers to adoption?</div> <div style="font-size: 1.2em; font-weight: bold;">They lookout for the areas that are safe</div>

Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license  
 Created by Daria Nepriakhina / Amaltama.com

AMALTAMA