

Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID45319
Project Name	Smart Fashion Recommender Application
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: Smart Fashion Recommender Application		Project Design Phase-I - Solution Fit Template		Team ID: PNT2022TMID45319			
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> 1.Customer is not understand the function? 2.Customer is could not solve problem send feedback?	CS	6. CUSTOMER CONSTRAINTS <small>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</small> 1.Customer can sue the using the email? 2.Customer can solve problem by using help panel? 3.Customer can solve the problem using the community? 4.Customer can solve the problem using the feedback?	CC	5. AVAILABLE SOLUTIONS <small>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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> 1.Customer can send the problem in website community? 2.Customer can send the problem in the website? 3.Customer can send the problem in their social media? 4.Customer can send the report to the compant contact address?	AS	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> 1.Customer is able to solve the problem using the help? 2.Customer is able to solve the problem using text? 3.Customer is able to solve the problem in the website community?	J&P		9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small> 1.Customer is not to understand the solution? 2.Customer is not to find the answer in the help panel? 3.Customer is not to understand the steps? 4.Customer the problem is not send correct to find the solution?		RC	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> 1.Customer can solve the problem by using the help panel?	TR	10. YOUR SOLUTION <small>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. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> 1.Customer can find the problem in the help panel? 2.Customer can solve by using the feedback?	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> 1.Customer can receive the data in the mail? 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> 1.Customer can store the data in the device?	CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>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.</small> 1.The help panel have the the problem to solve step-by-step	EM					



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References:

1. <https://gustdebacker.com/problem-solution-fit/#:~:text=What%20is%20a,the%20customer%E2%80%99s%20problem.>
2. <https://www.feedough.com/problem-solution-fit/#:~:text=Why%20Achieving%20A,guessing%20their%20needs.>