

Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID14966
Project Name	Signs with Smart Connectivity for Better Road Safety
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: Signs with Smart Connectivity for Better Road Safety		Project Design Phase-I - Solution Fit Template		Team ID:PNT2022TMID14966
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Highway Signals	CS	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of products? i.e. spending power, budget, no cash, network connection, available devices. When the connection or network breaks it causes the communication between the vehicle and the cloud breaks.	CC
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. The boards which are used for signaling should keep track of temperature sensor and should inform the board about the speed of Customer's vehicle.	J&P	9. PROBLEM ROOT CAUSE 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. If the connection between the sensor and the board breaks there will be weather alerts. Unnecessary pressing of indicator buttons by anyone would lead to problems.	RC
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. The sensors in the board will alert the customers will by displaying about the weather. As weather causes most of the accidents.	TR	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits really. 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. With the help of weather API and an application we can use smart boards in alternative to static sign boards which informs about the weather conditions ahead. It provides instant support and safe journey.	SL
Identify strong TR & EM	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. Based on the readings of the sensor the customers can change operation mode with the use of smart board and will follow the instructions from the smart board.	EM	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 and use them for customer development. The officers can receive the messages from the customers.	CH
Explore AS, differentiate				