

## Project Design Phase-I

### Problem – Solution Fit

Date	7 <sup>th</sup> October 2022
Team ID	PNT2022TMID19959
Project Name	Project - Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
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 for Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence:

## Problem-Solution fit canvas 2.0

Purpose / Vision

<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who are your customers?</p> <p>Employee from NDRF and the public who have affected by disaster are taken as customers.</p>	<p><b>4. CUSTOMER</b> <span>CC</span></p> <p>What customer is present your customer from using solution or has a clear desire of solution? (i.e. spending power, budget, or cash, network connection, available for use)</p> <p>Measures should be taken to avoid property damage, structural damage to buildings, loss of utilities. Efforts to make communities and government faced with such issues more resilient and able to respond to disasters.</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>Which solutions are available to the customer when they face the problem? (i.e. need to get the job done) What have they tried to do? What have they tried to do? What have they tried to do? (i.e. need to get the job done)</p> <p>Nature-based solutions, such as conserving forests, wetlands and coral reefs, can help communities prepare for, cope with, and recover from disasters, including slow-onset events such as drought. Water infrastructure should be perfected to ensure the safety of controlling floods and discharging water. In addition, related mechanisms and systems should be improved.</p>
<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>JBP</span></p> <p>What jobs-to-be-done (or problems) do you address for your customer? (There could be more than one, explain different roles)</p> <p>These common elements allow you to prepare for and protect yourself from disaster. Emergency managers think of disasters as recurring events with four phases: Mitigation, Preparedness, Response, and Recovery.</p>	<p><b>3. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>What is the root cause that this problem exist? What is the back-story behind the need to do this job? (i.e. customer have to deal because of the design or regulations)</p> <p>Different disasters occur due to various causes. Causes for such calamities can be contributed to deforestation, soil erosion, and pollution. The major causes of catastrophic disasters are natural phenomena occurring in the earth's crust as well as on the surface.</p>	<p><b>7. BEHAVIOUR</b> <span>BF</span></p> <p>What does your customer do to address the problem and get the job done? (i.e. directly related that the right role/past solution, solution usage and handling, indirectly associated customer spend time in understanding work (i.e. Disasters))</p> <p>Intense or unpredictable feelings. People may be anxious, nervous, overwhelmed, or grief-stricken. Changes to thoughts and behavior patterns. Sensitivity to environmental factors. Stress-related physical symptoms.</p>
<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customer to act? (i.e. seeing their neighbor is struggling, parents, feeling about a more efficient solution to the same)</p> <p>Natural disasters, such as earthquakes, floods, storms, etc., can damage chemical plants or oil and gas pipelines, causing the release of hazardous materials.</p>	<p><b>18. YOUR SOLUTION</b> <span>YS</span></p> <p>What are you doing to solve existing problems, write down your current solution first, then think of the next one, and think how much it is needed?</p> <p>What are you doing to solve business problems, then think of how much you fit in the market and come up with a solution that fits within customer limitations, within a problem and customer business objectives</p> <ul style="list-style-type: none"> <li>Raising awareness about potential hazards and how to address them.</li> <li>Educating the public about how to properly prepare for different types of disaster.</li> <li>Installing and strengthening prediction and warning systems.</li> </ul>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p>What kind of services do customers use to act? (i.e. direct or indirect)</p> <p>When severe disaster occurs, people try to communicate through internet. The internet can also link agencies with volunteers and victims. Ultimately, stronger agency connections can result in more timely response and integrated service when disaster strikes.</p>

**4. EMOTIONS: BEFORE / AFTER** EM

How do customers feel when they face a problem or a job and afterwards? (i.e. how, business - confidence, is content, how it is more comprehensive strategy & design)

Before the disaster, people will lead their life in a very peaceful manner. They do their routines. They will work and earn money. After the disaster, people get stressed because some may lost their properties, their families etc. Feelings of fear, anger and change in their lifestyle, difficulty in sleeping and they will be very hard in accepting the reality.

**19. YOUR SOLUTION** YS

What kind of solutions do customers use to deal? (i.e. direct or indirect)

Stay in a safe area or shelter during a natural disaster. Listen to your portable radio for important updates and instructions from local authorities. If power is lost, use a generator with caution. Do not use the elevators. The electricity may go out, and the sprinkler system may come on.



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