

Project Design Phase 1

Problem Solution Fit

Date	8 November 2022
Team ID	PNT2022TMID23864
Project Name	Project- Signs with smart connectivity for better road safety
Maximum Marks	2 marks

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids <ul style="list-style-type: none"> Customers are those who want to purchase fashion items in a short time 	6. CUSTOMER CONSTRAINTS CC 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. <ul style="list-style-type: none"> Most of the solution available in the internet hosts a lot of adds limiting its usability. Needs a proper network connection 	5. AVAILABLE SOLUTIONS AS 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 marketing <ul style="list-style-type: none"> Smart Fashion Recommender which are supported in many browsers Smart Fashion Recommender Chatbot is developed in this project. 	Explore AS, understand AS, AS
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs to be done (or problems) do you address for your customers? There could be more than one, explore different jobs. <ul style="list-style-type: none"> To collect data about our visitors and leverage it to make better product suggestions and recommendations Understanding customer inquiries, their needs, and preferences can allow you to personalize product pages and build customer loyalty and affinity. 	9. PROBLEM ROOT CAUSE RC 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 changing regulations. <ul style="list-style-type: none"> For No-Pressure Shopping Experiences Customer service will be available for 24/7 Chatbot can help with recovering abandoned carts 	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solve panel installers, calculate usage and benefit, indirectly associated: customers spend less time on voluntarily work (i.e. Co-working) <ul style="list-style-type: none"> Seamless Real-Life Interaction Customer Data Security Reduce Customer Frustration 	
Focus on J&P, tap into BE, understand BE, BE	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <ul style="list-style-type: none"> Improve Lead Generation. Reduce Customer Service Costs. Monitor Consumer Data to Gain Insights. 	10. YOUR SOLUTION SL 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 and you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <ul style="list-style-type: none"> Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products. 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE: What kind of actions do customers take online? Extract online channels from #7 <ul style="list-style-type: none"> Able to serve customers with a consistent level of quality in a short period of time across different channels, 	Extract online & offline CH of BE, understand CH, CH
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem on which and afterwards? i.e. lost, insecure > confident, in control- use it in your communication strategy & design <ul style="list-style-type: none"> Took longer time to process and respond to the query 		8.2 OFFLINE: What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <ul style="list-style-type: none"> Make sure they are aware of the usage of the chatbots 	