PROJECT DESIGN PHASE – 1

PROBLEM SOLUTION FIT

Date	27 September 2022
Team ID	PNT2022TMID13550
Project Name	Project-Analytics for Hospital Health -care Data
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

- Sales team of Citi

- Marketing team of Citi

- Firms looking to start a new bike sharing system

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.

- Lack of availability of data obtained through detailed data analysis of available information pertaining to the bike sharing system

- Limited access to statistical information

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 notetaking

Surveys and studies to understand the active user age groups, frequently visited locations, riding patterns, peak hours etc.
Pros:
- Easy and simple to implement
- Direct interaction with the end users of the bike share system
Cons:
- Limited sample audience - might lead to inadequate understanding.
- Lack of utilization of all available data
- Information collected is hard to extend when needed in the future

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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 sides.

We create an operating report with various forms of visualisations using huge volumes of Citibike user data.
The existing data is filtered to extract the essential information. For eg Finding the number of bikes used by different age groups

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 change in regulations.

Data Analytics can help find patterns and useful insights using data which is necessary for the Ctibike team to analyze their product delivery system and find areas with scope for improvement

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

They do not have any insights about gained from user data. Therefore they are unable to promote their product (Citibike) in the best possible way.

Focus on J&P, tap into BE, understand RC

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.

- Realizing how unhealthy they are becoming and finding out using bikes can be healthy - this makes the users use the bikes more often which gives the Citi teams more sales
- Realizing how much pollution they are causing by making use of vehicles that give out CO2

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 until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Developing an interactive dashboard that gives various insights about details like finding the number of bikes used by different age groups, etc.
- Different visualizations will be displayed on the dashboard for easy analysis. This makes it easier to take business decisions

8. CHANNELS of BEHAVIOUR `CH`

ONLINE
What kind of actions do customers take online? Extract online channels from 7

OFFLINE
What kind of actions do customers take offline? Extract offline channels from 7and use them for customer development.

ONLINE:

The teams at Citi will be able to keep track of the statistics of the usage of Citi bikes online by looking at the dashboards and visualizations.

4. EMOTIONS: BEFORE / AFTER `EM`

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.

- Users of the bikes will feel extremely satisfied after a good ride which in turn will give the teams at Citi satisfaction
- Customers will feel good about giving back to the community by reducing carbon footprint

OFFLINE:

The teams at Citi will be involved in offline work like installing new bike hubs and trying to work off site to find the problems faced by users of the Citi bike. They also try to keep new bikes in stock in all hubs.