

Project Design Phase-I - Solution Fit Template

Assignment Date	01 October 2022
Team ID	PNT2022TMID39421
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Maximum Marks	4 MARKS

Technology: IOT (Internet Of Things)

Domain: Smart solution For Railways

Template model:

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?
i.e. working parents of 0-5 y.o. kids

I'm a Women and a worker (IT professional)

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.

Mostly women feel embarrassed to raise voice against the harassment they face while travelling. Proper solution or justice are not provided for the victims.

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

Specially allocated compartment for women, CCTV cameras throughout the train.

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.

The main problem women face while using railways is that lack of security mainly for Women.

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.

Lack of security for women. Not well managed system to provide security for women.

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)

Finding a right place to open up their problem so that I can get solution to the problem I faced

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.

Frequent occurring of harassment, theft (snatching of handbags and jewels)

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.

Before:
Utilizes railways as their primary transport.
After:
Feels insecure to travel after being harassed, loses confidence in railways.

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.

Using capacitive sensor which when pressed for fraction milliseconds to alert, locate and can send emergency message to nearby police station.
Using temperature sensor, tilt sensor, camera, GPS, GSM to make a device for women safety.

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

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

8.2 OFFLINE

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

Online:
Publish the news in social media.
Offline:
Make sure that the public knows the incident happened and the victim has been punished.