

## Project Design Phase-I Problem – Solution Fit

Date	20 October 2022
Team ID	PNT2022TMID31287
Project Name	Containment Zone Alerting Application
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 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:

#### Containment Zone Alerting Application

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>The solution is intended for all customer segments since it is a general health-related application</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>The proposed solution requires the customer to allow location access and be connected to the Internet always</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>Newspapers inform the public of Containment Zones</li> <li>Containment Zones could be searched online by the people</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Analysis of COVID-19 Statistics</li> <li>Identification of Containment Zones</li> <li>Detection of user entry into Containment Zones</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>When entering a place, people are not aware of whether the place is a Containment Zone or not</li> <li>As a result, there is a higher risk of them getting affected by COVID-19</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>The proposed solution tracks user location</li> <li>Once an user enters a Containment Zone, instant alert delivery is done</li> <li>COVID statistics are shown by the app</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Whenever an user gets into a Containment Zone, the proposed solution(app) will alert the user immediately</li> </ul>	<b>10. OUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>An Alerting application that delivers instant alerts whenever a person enters a COVID Containment Zone</li> <li>Real Time Tracking of user location</li> <li>Display of COVID statistics &amp; precautions</li> </ul>	<b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>Update of Containment Zones and COVID Statistics</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <ul style="list-style-type: none"> <li><b>Before</b> : Users might feel fearful, knowing if a zone is a Containment zone or not</li> <li><b>After</b> : No need for the user to panic since the proposed solution would alert the user of Containment Zones every now and then</li> </ul>		<b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Pre-loaded / downloaded data can be viewed offline</li> </ul>	