**PROJECT DESIGN PHASE 1**

**PROBLEM SOLUTION FIT**

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| **Date** | **October 2022** |
| **Team Id** | **PNT2022TMID19409** |
| **Project name** | **Smart waste Management System for Metropolitan cities** |
| **Maximum marks** | **2 marks** |

**Problem solution fit template:**

The Problem-Solution Relationship Fit simply means that you identified a problem with your customer and that the solution

you devised solves the customer's problem. It assists entrepreneurs, marketers, and corporate innovators in identifying behavioral patterns

and determining what works and why.

**Purpose:**

* Solve complex problems in a way that is appropriate for your customers' current state.
* Tap into existing mediums and channels of behavior to accelerate success and increase solution adoption.
* With the right triggers and messaging, you can sharpen your communication and marketing strategy.
* 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.

**Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID19409



1.CUSTOMER SEGMENT(S) 6.CUSTOMER CONSTRAINT

Customer is the “people of the society”. Cleaning garbage by themselves may make people Household waste is burned in the backyard

feel disgusted or nearby.

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|  | 2.JOBS-TO-BE-DONE/PROBLEM  Notifying the truck driver of the overflow of trashcans so that the garbage container can be emptied on a regular basis.  Make the environment clean and sanitized.  . | There is no proper monitoring of the waste proposal.  people's sluggishness | People would complain to the municipal government about the problems. |  |



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|  | **3. TRIGGERS ľR**  People will be aware of the act and prompted to place waste only in the trash container if waste is collected and disposed of properly at the appropriate time. | **10. YOUR SOLUTION SL**  To avoid waste overflow, proper garbage monitoring using sensors is required.    Waste collectors collect waste on a regular basis.  Notifying the garbage truck driver of the overflow. | 1. **CHANNELS of BEHAVIOUR CH**   Online:  Keep the environment clean by advertising or spreading news on social media.  Offline:  People who genuinely care about environmental sanitation run campaigns as volunteers. |  |

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|  | **4. EMOTIONS BEFORE/AFTER EM**  BEFORE: Frustration, helplessness, and fear of health problems.  AFTER: Satisfaction, state of calm. |  |  |  |