

Project Design Phase-I Problem – Solution Fit

Date	30 September 2022
Team ID	PNT2022TMID06857
Project Name	IoT Based Safety Gadget for Child Safety Monitoring & Notification
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 actually 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:

Problem-Solution fit canvas 2.0
Purpose / Vision

<div style="display: flex; justify-content: space-between; align-items: center;"> Define CS, fit into CC <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 1. CUSTOMER SEGMENT(S) CS </div> <p>Parents or guardians of 5–15-year-old kids.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 6. CUSTOMER CONSTRAINTS CC </div> <p>Budget, availability of devices, reliability</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 5. AVAILABLE SOLUTIONS AS </div> <p>The existing solutions are very costly or follow a subscription-based model</p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> Focus on J&P, tap into BE, understand RC <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 2. JOBS-TO-BE-DONE / PROBLEMS J&P </div> <p>Reduce the cost, make it more user friendly</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 9. PROBLEM ROOT CAUSE RC </div> <p>Parents have to do this because of increasing child related crimes</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 7. BEHAVIOUR BE </div> <p>Drop and pick up the child straight from the location like school and park</p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> Identify strong TR & EM <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 3. TRIGGERS TR </div> <p>Listening to news related to child crimes</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 10. YOUR SOLUTION SL </div> <p>To create a device which costs low and is more user friendly</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 8. CHANNELS of BEHAVIOUR CH </div> <p>They lookout for the areas that are safe</p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> 4. EMOTIONS: BEFORE / AFTER EM </div> <p>Scared > Peace of mind</p> </div> </div>		<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <p>Talk with other parents about things related to child safety</p> </div> </div> </div>

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