**Project Title: Project Design Phase-I** - **Solution Fit Template** **Team ID:** PNT2022TMIDxxxxxx

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

Identify the problem

Diagonis and analysis of plan

Searching for alternative

Evaluation of alternatives

Selection of alternatives

Implementation and follow ups

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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. Scope:it refers to not only what the project includes but also what excluded.

Cost:Cost is the simply the amount of money that can be invested in particular activity to achieve desired outcome.

Time:time is another jey element start no earlier than and finish no later than.

Quality:the quality focuses on the characteristics of deliverable or product the quality depends on how closely it matches to outcome.

Customer satisfaction:when thinking abou customer satisfaction as aconstraint a project need to keep in mind simple deliver on timeand scope.

Resources:the resources are the most important because withouyt resource a p[roject cannot be started.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

customer segmentation is the process of dividing customer into groups based on common characteristics so companies can market to each group effectively and appropriately.In bisiness ti business marketing a company might segment customers according to a wide range of factors including industry.number of employees.

**Explore AS, differentiate**

**Define CS, fit into CC**

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)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done

Listen carefully to what the customer says.

Ask the questions in caring and concerned manner

Put yourselves in therir shoes

Apologize without blaming

Ask custo,mers “What would be acceptable”

Solve the problem or find some one who can solve it quickly

**RC**

**9. PROBLEM ROOT CAUSE**

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.

Problem solving enables us to identify and exploit oppurtunities in the environment and exert contro over the future.Problem solving skills and problem solving process are ctritical part of daily life bothj as individual and organizations.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for

Makind selection

Product planning

Product develop,ent

Buying procesyour customers? There could be more than one; explore different sides.

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

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



**Identify strong TR & EM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **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.  A trigger is an event that causes a buyer to have a clear need which usually converts into a sense of purpose and urgency in their buying process. | **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.  Name the purpose of the business.  Customer and valur propotions.  Channels and customer relationship  Key resources,key activities and key partners  Cost structure revenue scheme  Linking the boxes+tidying up | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  They will seek the discount.  Some of them are wandering customers.  Some may be impulsr buyier  Need based shoppers are more  Loyal customers.   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development  Sales person is present to answer the question to the customer immediately.t. |  |
| **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  Those customers might call asking for replacement,refunds.When a customer calls with a poor product quality complaints its important to ask customer questions about the product and identify the major issues. |