

Project Design Phase-I

Problem – Solution Fit Template

Date	24 TH SEPTEMBER
Team ID	PNT2022TMID37832
Project Name	CUSTOMER CARE REGISTRY
Maximum Marks	2 Marks

Problem – Solution Fit Template:

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.**

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Define CS, fit into CC</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>1) Customer who are not able to solve their own complaints of what they are facing.</p> <p>2) customers who do not know the solution of their questions yet.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">CC</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><small>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</small></p> <p>1) This application will be supported by most of the devices.</p> <p>2) The solution we propose will have an alert via email feature. If expense exceed the given limit.</p> <p>3) This solution also provides insights in a graphical way.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">AS</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>5. AVAILABLE SOLUTIONS AS</p> <p><small>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 those solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <p>1) By Reading the guidelines properly.</p> <p>2) offer a solution and give options whenever possible</p> <p>3) Address to issue within the company</p> <p>4) By communicating properly</p> </div>
<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">J&P</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <p>1) The application allow the customers to find the solution of their queries.</p> <p>2) They will able to categorize their experience.</p> <p>3) They will be also given option for the general questions.</p> <p>4) They also get the free solution by our agent.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">RC</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>9. PROBLEM ROOT CAUSE RC</p> <p><small>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.</small></p> <p>1) Lot of customers don't know the guidelines for their problems.</p> <p>2) Some customers have lack of knowledge.</p> <p>3) Not knowing the answer to the question.</p> <p>4) Not reading the guidelines properly.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">BE</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>7. BEHAVIOUR BE</p> <p><small>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)</small></p> <p>1) Make sure he/she reads the guidelines properly.</p> <p>2) Make sure that they find a proper solution according to their queries.</p> </div>
<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">TR & EM</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>3. TRIGGERS TR</p> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>1) Customers can know to solve their solutions.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p><small>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.</small></p> <p>1) Customers can get help from the desk using flask</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">SL</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>10. YOUR SOLUTION SL</p> <p><small>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.</small></p> <p>1) To design a personal help desk using flask.</p> <p>2) To provide insights on their queries in a graphical way.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">CH</div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>8. CHANNELS of BEHAVIOUR CH</p> <p><small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></p> <p>1) All their data are secured and being updated to cloud storage.</p> <p><small>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>1) MAKE sure they find the best solutions for their clients.</p> </div>

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References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>