

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID40758
Project Name	Trip based modelling of fuel consumption
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			
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Fleet vehicle organization and vehicle owners	CS	6. CUSTOMER CONSTRAINTS Monitoring fuel consumption manually is difficult and not so accurate	CC	5. AVAILABLE SOLUTIONS The existing solutions are not very user friendly	AS
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Predicting fuel consumption based on gas type is the objective and the problem is fuel mismanagement by Fleet Organizations	JP	9. PROBLEM ROOT CAUSE Predicting fuel consumption is not an easy task as it involves various parameters like weather, road conditions and also these parameters vary continuously with time.	RC	7. BEHAVIOUR The customer will research about the various parameters that will affect fuel consumption through online or through experts	BE
Identify strong TR & EM	3. TRIGGERS When they mismanage the fuel for their fleet vehicles and expenses on fuel are too high	TR	10. YOUR SOLUTION <u>An</u> user-friendly website is developed for the users which helps them to know about the fuel consumption anytime. ML models are used to predict the fuel consumption that takes various parameters into account. It gives the users a detailed report and also gives a visualized data report.	SL	8.CHANNELS of BEHAVIOUR 8.1 ONLINE Maintaining the data collected, report generation and visualizing the data	ON
	4. EMOTIONS: BEFORE / AFTER Before-ignorant, frustrated After-satisfied, productive	EM			8.2 OFFLINE Collecting data from drivers and managers.	OF
			Extract online & off the CH of BE			

References:

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