## Project Design Phase-I Problem – Solution Fit Template

Date	31 October 2022	
Team ID	PNT2022TMID46949	
Project Name	Project-Inventory Management	
	System For Retailers	
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 problembehavior 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:**

WHO IS YOUR CUSTOMER?	EXPLORE LIMITATIONS TO BUY / USE YOUR PRODUCT OR SERVICE	HOW ARE YOU GOING TO BE DIFFERENT THAN COMPETITION?
FOCUS ON FREQUENT, COSTLY OR URGENT PROBLEM TO SOLVE	UNDERSTAND THE CAUSE OF THE PROBLEM	TAP INTO, RESEMBLE OR SUPPORT EXISTING BEHAVIOR
DESIGN TRIGGERS THAT FIT REAL LIFE, SPARK ASSOCIATIONS, MAKE IT FAMILIAR	YOUR "DOWN TO EARTH" SOLUTION GUESS  © Daria Nepriakhina / IdeaHackers.nl	BE WHERE YOUR
ADD EMOTIONS FOR STRONGER MESSAGE		CUSTOMERS ARE