

Project Design Phase-I Problem Solution Fit

Date	1 October 2022
Team ID	PNT2022TMID37395
Project Name	Project - Global Sales Data Analytics
Maximum Marks	4 Marks

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC 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.	5. AVAILABLE SOLUTIONS AS 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 these solutions have? i.e. pen and paper is an alternative to digital contacting	Explore AS, differentiate
	People in need of products for either personal use or work	- Product are out of stock - Products are overpriced - Delivery delay	- Contact Customer Support - Cancel order - Change platform - Switch to offline mode	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	9. PROBLEM ROOT CAUSE RC 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.	7. BEHAVIOUR BE 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)	Focus on J&P, tap into BE, understand RC
	- Save customers' time - Save customers' money - Customers don't have to venture outside in order to their shopping	Products out of stock- high demand, low supply Overpriced products- poor assessment of the products' actual worth Delivery delay - issues on retailer's end	- Contact Customer Support - Cancel order - Change platform - Switch to offline mode	
Define CS, fit into CL	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.	10. YOUR SOLUTION SL What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.	8.1 ONLINE CHANNELS CH What kind of actions do customers take online? Extract online channels from box #7 Behaviour	Explore AS, differentiate
	- New trends - The need to stay update with current technology advancements - Discounts - Buying essentials - Word of mouth - Peer pressure	- Analyze demands and increase supply accordingly - Place seasonal discounts to keep customers on their toes - Engage with customers regularly and gain their trust - Analyze product quality through customer feedback	- Customer Support - Feedback in the form of reviews - Online advertisements	
Define CS, fit into CL	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.	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.	8.2 OFFLINE CHANNELS CH What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.	Explore AS, differentiate
	frustrated, annoyed, betrayed, worried ↓ relieved, assured, happy, confident		- Sponsored advertisements - Word of mouth	