

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID39386
Project Name	Hazardous area monitoring for industrial plant
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.

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL	5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS	Explore AS, differentiate
	Who is your customer? eg. working parents of 0-5 y.o. kids	What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?	Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?	
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	Focus on PR, tap into BE, understand RC
	Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1).	How often does this problem occur?	What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).	
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL		Extract online & offline CH of BE
	4. EMOTIONS BEFORE / AFTER EM			
What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)		If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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. CHANNELS of BEHAVIOR CH
Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)		ONLINE Extract channels from Behavior block		Extract online & offline CH of BE
		OFFLINE Extract channels from Behavior block and use for customer development		