

Project Design Phase-I Problem – Solution Fit Template

Date	17 October 2022
Team ID	PNT2022TMID11463
Project Name	Containment Zone Alerting Application
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.**

Containment Zone Alerting Application:

<p>1. CUSTOMER SEGMENT(S) Who is your customer?</p> <p>The user/customer and people who made travel are our customer</p>	<p>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions?</p> <p>Users who know about technology can use this app efficiently then there who don't know it. It is very easy to use obviously the user who don't know about it can also use within few try.</p>	<p>5. AVAILABLE SOLUTIONS 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?</p> <p>We can use google map and gps to show which area is least affected and more affected to public knowledge. They can easily identify the zone by using individual location tracking.</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers?</p> <p>Identification containment zone detection of user entry into containment zones</p>	<p>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <p>When people unaware about containment zone there is a higher risk of them getting affected by covid</p> <p>Help the user to identify the zone that protect themselves from disease.</p>	<p>7. BEHAVIOUR What does your customer do to address the problem and get the job done?</p> <p>When user enter into containment zone instant alert message is delivered to the particular user.</p>

<div>3. TRIGGERS TR</div> <div>What triggers customers to act?</div> <div>whenever the user gets into containment zone the proposed solution will alert to the user by sending message</div>	<div>10. YOUR SOLUTION SL</div> <div>The application will be created with the live location of the user with that we can notify if they enter into the containment zone. Display of covid statistics and precaution measure</div>	<div>8.CHANNELS of BEHAVIOUR CH</div> <div>8.1ONLINE</div> <div>customer can access the updated containment zone and the user can also see the covid statistics</div>
<div>4. EMOTIONS: BEFORE / AFTER EM</div> <div>How do customers feel when they face a problem or a job and afterwards?</div> <div>Before:users might be unaware about the containment zone and worried about getting out of the house.</div> <div>After:no need for the user to panic since the application would alert user if they enter into containment zone</div>		<div>8.2OFFLINE</div> <div>User information are stored locally .</div>