Project Design Phase-I Problem – Solution Fit Template

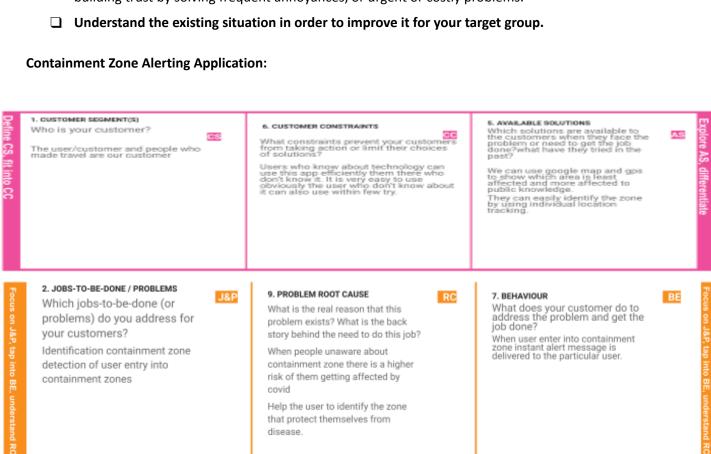
Date	17 October 2022
Team ID	PNT2022TMID11463
Project Name	Containment Zone Alerting Application
Maximum Marks	2 Marks

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:

Understand the existing situation in order to improve it for your target group.
building trust by solving frequent annoyances, or urgent or costly problems.
Increase touch-points with your company by finding the right problem-behavior fit and
Sharpen your communication and marketing strategy with the right triggers and messaging.
Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
Solve complex problems in a way that fits the state of your customers.



3. TRIGGERS



What triggers customers to act?

whenever the user gets into containment zone the proposed solution will alert to the user by sending message

4. EMOTIONS: BEFORE / AFTER EM



How do customers feel when they face a problem or a job and afterwards?

Before:users might be unaware about the containment zone and worried about getting out of

After:no need for the user to panic since the application would alert user if they enter into containment zone

10. YOUR SOLUTION



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

8.CHANNELS of BEHAVIOUR 8.10NLINE



customer can access the updated containment zone and the user can also see the covid statistics

8.20FFLINE

User information are stored locally.