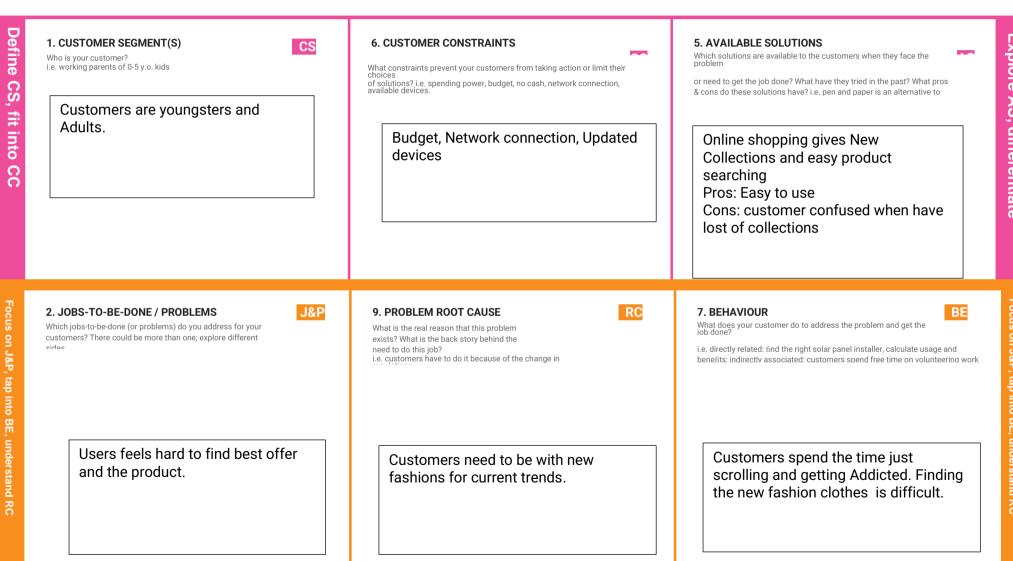
# **Project Design Phase-I - Solution Fit Template**

Team ID: PNT2022TMID54398



## 3. TRIGGERS



What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Seeing the actress who wears fascinating dress

## 4. EMOTIONS: BEFORE / AFTER



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.

Felling Sad and Frustration > Self confident is broken.

## 10. YOUR SOLUTION



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.

Make an interface that helps finding the current trend and a chat assistant and AI system to find the matching cloths Assistant for shopping with customers and send notifications when new collections arrive.

## 8. CHANNELS of BEHAVIOUR



#### 8.1 ONLIN

What kind of actions do customers take online? Extract online channels from #7

#### 3.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE: Customers buy the new

clothes

OFFLINE: Customers will use the

clothes