

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID38517
Project Name	Project - Car Resale Value Prediction
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.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Business woman Sellers and Buyers Entrepreneur	6. CUSTOMER CONSTRAINTS CC To determine the value and worth of the car To know the value and budget of the car for spending money for dealers and sellers	5. AVAILABLE SOLUTIONS AS For the people who don't know much about the value of used car Through online websites	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P To check the condition of car To know the worth of selling it Age of the car Variety of car	9. PROBLEM ROOT CAUSE RC Unaware of price prediction The price predicted by the sellers is not trusted by the buyers	7. BEHAVIOUR BE Condition of car History of car Model of car Also know about scams	
Identify strong TR & EM	3. TRIGGERS TR When it comes to vehicle people are posting pictures of using cars	10. YOUR SOLUTION SL this model is created by machine learning algorithm so they can easily predict the value the car	8. CHANNELS of BEHAVIOUR CH ONLINE: they compare prices, model and model	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: anxiety, elation, joy AFTER: happiness, worth of the car, useful		OFFLINE: They would visit the dealership owner's place	

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>