

Project Design Phase-I Problem – Solution Fit

Date	24 September 2022
Team ID	PNT2022TMID37814
Project Name	Project-News Tracker Application
Maximum Marks	2 Marks

Problem–Solution Fit:

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.**

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Define CS, fit into CC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #f8d7da; padding: 2px 5px;">CS</div> </div> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <hr/> <ul style="list-style-type: none"> Businessmen Students Politicians <hr/> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>6. CUSTOMER CONSTRAINTS</div> <div style="background-color: #f8d7da; padding: 2px 5px;">CC</div> </div> <p><small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small></p> <hr/> <ul style="list-style-type: none"> Financial limitations Network instability Device access <hr/> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>5. AVAILABLE SOLUTIONS</div> <div style="background-color: #f8d7da; padding: 2px 5px;">AS</div> </div> <p><small>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? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <hr/> <p>People may use social media or digital platforms to access the news</p> <hr/> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Focus on J&P, tap into BE, understand RC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #fff3cd; padding: 2px 5px;">J&P</div> </div> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <hr/> <ul style="list-style-type: none"> Frequent update of news Enabled offline access Content collected from authentic source <hr/> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>9. PROBLEM ROOT CAUSE</div> <div style="background-color: #fff3cd; padding: 2px 5px;">RC</div> </div> <p><small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small></p> <hr/> <ul style="list-style-type: none"> Shortage of time to go through physical newspaper Lack of updation of previously published news <hr/> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>7. BEHAVIOUR</div> <div style="background-color: #fff3cd; padding: 2px 5px;">BE</div> </div> <p><small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></p> <hr/> <ul style="list-style-type: none"> People get deceived by fake news circulation & look for more authentic content People compare the amount of time consumption with other sources <hr/> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Identify strong TR & EM</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>3. TRIGGERS</div> <div style="background-color: #d4edda; padding: 2px 5px;">TR</div> </div> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <div style="border: 1px solid #c3e6cb; padding: 5px; margin: 5px 0;">Reading about more relevant content in other newspaper</div> <hr/> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>4. EMOTIONS: BEFORE / AFTER</div> <div style="background-color: #d4edda; padding: 2px 5px;">EM</div> </div> <p><small>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.</small></p> <div style="border: 1px solid #c3e6cb; padding: 5px; margin: 5px 0;">Anxious>Satisfied</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>10. YOUR SOLUTION</div> <div style="background-color: #d4edda; padding: 2px 5px;">SL</div> </div> <p><small>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.</small></p> <div style="border: 1px solid #c3e6cb; padding: 5px; margin: 5px 0;"> <ul style="list-style-type: none"> Categorizing items based on their types Create better & more targeted content </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #d4edda; padding: 2px 5px;">CH</div> </div> <p><small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></p> <div style="border: 1px solid #c3e6cb; padding: 5px; margin: 5px 0;"> <ul style="list-style-type: none"> Bookmarking for future reference Updation of previously published news </div> <hr/> <p><small>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <div style="border: 1px solid #c3e6cb; padding: 5px; margin: 5px 0;"> <ul style="list-style-type: none"> Preserve the entire newspaper Spend a long time searching for the desired content </div> </div> </div>