PROJECT DESIGN PHASE-1

PROBLEM SOLUTION FIT

Date	12 OCTOBER 2022
Team ID	PNT2022TMID47032
Project Name	Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	2 Marks

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer andthat 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 andchannels of behavior.
- Sharpen your communication and marketing strategy with the right triggers andmessaging.
- Increase touch-points with your company by finding the right problem-behavior fit andbuilding 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 for Natural Disaster Intensity Analysis and Classification UsingArtificial Intelligence:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Employee from NDRF and the public who have affected by disaster are taken as customers.

6. CUSTOMER

CC

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.

Measures should be taken to avoid property damage,structural damage to buildings,loss of utilities. Efforts to make communities and governments faced with such issues more resilient and able to respond to disasters.

5. AVAILABLE SOLUTIONS

AS

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

Nature-based solutions, such as conserving forests, wetlands and coral reefs, can help communities prepare for, cope with, and recover from disasters, including slow-onset events such as drought. Water infrastructure should be perfected to ensure the safety of controlling floods and discharging water. In addition, related mechanisms and systems should be improved.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

These common elements allow you to prepare for and protect yourself from disaster. Emergency managers think of disasters as recurring events with four phases: Mitigation, Preparedness, Response, and Recovery.

9. PROBLEM ROOT CAUSE

RC

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.

Different disasters occur due to various causes. Causes for such calamities can be contributed to deforestation, soil erosion, and pollution. The major causes of catastrophic disasters are natural phenomena occurring in the earth's crust as well as on the surface.

7. BEHAVIOUR

BE

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)

Intense or unpredictable feelings. People may be anxious, nervous, overwhelmed, or grief-stricken.Changes to thoughts and behavior patterns.Sensitivity to environmental factors. Stress-related physical symptoms.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

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

Natural disasters, such as earthquakes, floods, storms, etc., can damage chemical plants or oil and gas pipelines, causing the release of hazardous materials.

10. YOUR SOLUTION

SL

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.

- Raising awareness about potential hazards and how to address them.
- Educating the public about how to properly prepare for different types of disaster.
- Installing and strengthening prediction and warning systems.

8. CHANNELS of BEHAVIOUR

CH

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

When severe disaster occurs,people try to communicate through internet. The Internet can also link agencies with volunteers and victims. Ultimately, stronger agency connections can result in more timely response and integrated service when disaster strikes.

Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER

EM

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.

Before the disaster ,people will lead their life in a very peaceful manner.They do their routines.They will work and earn money .After the disaster,people's get stressed,because some may lost their properties,their families etc...Feelings of fear,anger and change in their lifestyle,difficulty in sleeping and they will be very hard in accepting the reality.

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

Stay in a safe area or shelter during a natural disaster. Listen to your portable radio for important updates and instructions from local authorities. If power is lost, use a generator with caution. Do not use the elevators. The electricity may go out, and the sprinkler systems may come on.

Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 licenseCreated by Daria Nepriakhina / Amaltama.com

AMALTAMA