

Project Design Phase-I Problem – Solution Fit

Date	7 November 2022
Team ID	PNT2022TMID50351
Project Name	IoT Based Safety Gadget for Child Safety Monitoring & Notification
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:

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); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>Parents or guardians of 5–15-year-old kids.</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <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> <p>Budget, availability of devices, reliability</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <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 they have?</small></p> <p>The existing solutions are very costly or follow a subscription-based model</p> </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <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> <p>Reduce the cost, make it more user friendly</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <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.</small></p> <p>Parents have to do this because of increasing child related crimes</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <p>Drop and pick up the child straight from the location like school and park</p> </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>Listening to news related to child crimes</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>10. YOUR SOLUTION SL</p> <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, write down your solution first, fill in the canvas, and check how much it fits reality. Your solution should solve a problem and matches customer behaviour.</small></p> <p>To create a device which costs low and is more user friendly</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>They lookout for the areas that are safe</p> </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Scared > Peace of mind</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><small>8.2 OFFLINE Write down your offline channels of behaviour. If you are working on an existing business, write down your offline channels of behaviour. If you are working on a new business, write down your offline channels of behaviour.</small></p> <p>Talk with other parents about things related to child safety</p> </div> <div></div> </div>	

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