Project Design Phase-I
Problem – Solution Fit Template

Team ID	PNT2022TMID25046
Date	19 October 2022
Project Name	Job Recommender Application
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 SEGMENTS 1) Jobless people 2) New college grads	6.CUSTOMER CONSTRAINTS For the website to operate as intended, basic needs such an internet connection and laptop are required.	5.AVAILABLE SOLUTIONS Earlier, job seekers used TV adverts and paper columns, as a result of the expanding digital world,the use of suggestion websites.	Explore AS,differentiate
focus on J&P,tab into BE,	2.JOBS-TO-BE-DONE/PROBLEM Make some work recommender site with an inbuilt chatbot help	9.PROBLEM ROOT CAUSE The vast majority don't know about their positions accessible in the market/sites	7.BEHAVIOURS The users attempt to first analyse job searches on websites, papers, and adverts depending on their requirements.	focus on J&P,tap into BE
Identify strong TR&EM	3.TRIGGERS Seeing other find a new line of work 4.EMOTIONS:BEFORE/AFTER User will be satisfied with the services and higher possibility of job offer	10.YOUR SOLUTION To build a platform that helps freshersand under graduates to get a job	8.CHANNELS OF BEHAVIOUR ONLINE : Ready to explore a suitable job based on their skill sets and necessities OFFLINE : Attend interviews on-siteand try and get a job	Identity strong TR&EM