

# **Project Design Phase-I**

## **Problem – Solution Fit**

### **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 for Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence:

**Problem-Solution fit canvas 2.0** Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> CS Who is your customer? Employee from NDRF and the public who have affected by disaster are taken as customers.	<b>6. CUSTOMER</b> 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.	<b>5. AVAILABLE SOLUTIONS</b> 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. one and same is an alternative to digital connectivity) 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
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> J&P Which job-to-be-done (or problem) 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.	<b>9. PROBLEM ROOT CAUSE</b> RC What is the root cause that the 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.	<b>7. BEHAVIOUR</b> BE What does your customer do to address the problem and get the job done? (i.e. directly related: find the right color panel; transfer; calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Cleanup)) 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, fit into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> 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.	<b>10. YOUR SOLUTION</b> SL If you are working on an existing business, write down your current solution first (SL is the current, and should have reach in the 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.	<b>8. CHANNELS OF BEHAVIOUR</b> CH (OPTIONAL) 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
	<b>4. EMOTIONS: BEFORE / AFTER</b> EM How do customers feel when they face a problem or a job and afterward? (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 get stressed, because some may have 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.	<b>DEFINITION</b> What kind of actions do customers take offline? Extract offline channels from #7 that are direct 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.		

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