

Project Design Phase-I

Problem – Solution Fit Template

Date	05 October 2022
Team ID	PNT2022TMID07939
Project Name	Containment Zone Alerting 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:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small> People or user wants to travel the other state or district during pandemic time	6. CUSTOMER CONSTRAINTS CC <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> Due to lack of technology awareness ,they go away from the using of current technology	5. AVAILABLE SOLUTIONS AS <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> - Automatic Notification and Alarms for Individual -In past , they Identified the number of cases are affected by Covid-19 in a certain Area -Pros &Cons They easily identified the zones by using Individual location tracking	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&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> - People are unaware of travelling the other area during pandemic situation - People don't know about the safety measure of the Containment zones	9. PROBLEM ROOT CAUSE RC <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> - Users without have enough awareness of covid19 pandemic - User not aware of containment zones of covid-19	7. BEHAVIOUR BE <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> To determine the zone characteristics and identify the zones ,Then form different containment zone depends on effect.	
Identify strong TR & EM	3. TRIGGERS TR <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> safe precautions for people to be aware in pandemic	10. YOUR SOLUTION SL <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> Low cost cloud Based Application device that can easily provides the Notification and Alarms based on users enter in containment zones	8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> Promoting through social media ,with the help of social media Entrepreneurs 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> Identification of the containment zone and take precautionary actions	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <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> If they faced a problem ,they could use our technology to aware off pandemic containment zones			

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