

Project Design Phase-I

Problem Solution – Fit

Date	07 Oct 2022
Team ID	PNT2022TMID07931
Project name	Cloud Application Development- Customer Care Registry
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 behavioural patterns and recognize what would work and why

Purpose:

- o Solve complex problems in a way that fits the state of your customers.
- o Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
- o Sharpen your communication and marketing strategy with the right triggers and messaging.
- o Increase touch-points with your company by finding the right problem behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
- o Understand the existing situation in order to improve it for your target group

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids <ul style="list-style-type: none"> People who are raising queries about their problems Admins and agents who take care of the queries for the customers 	6. CUSTOMER CONSTRAINTS 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. <ul style="list-style-type: none"> Queries raised on the product and the queries raising on the product issues 	5. AVAILABLE SOLUTIONS 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 <ul style="list-style-type: none"> Helpdesk Freshdesk
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <ul style="list-style-type: none"> Customers don't know the time when the queries will be cleared Time-consuming 	9. PROBLEM ROOT CAUSE 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. <ul style="list-style-type: none"> Time scheduling doesn't exist Doesn't have proper agents 	7. BEHAVIOUR 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) <ul style="list-style-type: none"> The customers will be frustrated for waiting more time
Identify strong TR & EM	3. TRIGGERS <ul style="list-style-type: none"> The customer care registry will help out the customer with their raised queries at a schedule 4. EMOTIONS Before: Frustrated ; After: Quite a relief, gets a proper solution	10. YOUR SOLUTION <ul style="list-style-type: none"> The tickets can be tracked until the service is provided An agent allocating mail will be sent to the customer 	8. CHANNELS of BEHAVIOUR Online: Raising queries, Agent alert mail