

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID40776
Project Name	Project - Car Resale Value Prediction
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	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Business woman</div> <div>Sellers and Buyers</div> <div>Entrepreneur</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>To determine the value and worth of the car</div> <div>To know the value and budget of the car for spending money for dealers and sellers</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>For the people who don't know much about the value of used car</div> <div>Through online websites</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>To check the condition of car</div> <div>To know the worth of selling it</div> <div>Age of the car</div> <div>Variety of car</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Unaware of price prediction</div> <div>The price predicted by the sellers is not trusted by the buyers</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Condition of car</div> <div>History of car</div> <div>Model of car</div> <div>Also know about scams</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div>When it comes to vehicle people are posting pictures of using cars</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>this model is created by machine learning algorithm so they can easily predict the value the car</div>	<div>8. CHANNELS OF BEHAVIOUR<div>CH</div></div> <div>ONLINE: they compare prices, model and model</div>	Focus on J&P, tap into BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>BEFORE: anxiety,elation,joy</div> <div>AFTER: happiness,worth of the car,useful</div>		<div>OFFLINE: They would visit the dealership owner's place</div>	
Identify strong TR & EM		Extract online & offline CH of BE		

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>