

**Project Design Phase**  
**Problem – Solution Fit Template**

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Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum 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:**

## Buyer: Gain & Retain CSF

### 1. CUSTOMER SEGMENT(S)

CS

- Urban traffic planners
- Smart city administrators
- Highway authorities

### 6. CUSTOMER CONSTRAINTS

CC

- What restrictions do customer face when buying or using you?
- Affordability (e.g. spending or debt access)
- Lack of technical expertise to handle or use a device or adherence

### 2. JOBS-TO-BE-DONE / PROBLEMS

- What problem or jobs-to-be-done does your customer?
- How is your current solution addressing this?

### 9. PROBLEM ROOT CAUSE

RC

- What is the actual, root problem cause here?
- Is it a need (utilitarian / value desire) or
- Why hasn't someone dealt with these yet?
- Is the cause known to be because of the current solutions?

### 7 BEHAVIOUR

BE

- Why and how does the customer seek to solve the problem and gain joy (or job done)?
- What work arounds are being made, and pains suffered to find this?
- How frequently does the problem occur? Look deeper into this

### 3. TRIGGERS

TR

- What triggers customer to start using your neighbour making faces?
- What events or incidence lead to arriving at your doorstep?

### 10. YOUR SOLUTION

SL

- How are you solving the problem better. show your current solution table.
- What key function or feature can develop?
  - Focus in bringing relief to the pain. joy to the job-to-done
  - Draw your imagined solution, describing a basic MVP

### 10. CHANNELS & BEHAVIOUR

CH

- Web dashboard for authorities
- Mobile alerts and integrations with existing ITS platforms
- APIs for integration with city-level smart infrastructure

### 4. EMOTION: BEFORE / AFTER

EM

- What emotion does the customers currently focus on or feel after work (s) arriving at you

### 11. UPLINE

EM

Example Will Channels Affect Reach (#9)