

Project Design Phase Problem – Solution Fit Template

Date	15 February 2025
Team ID	
Project Name	
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	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <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>	5. AVAILABLE SOLUTIONS <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>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <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>	7. BEHAVIOUR <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>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <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>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <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>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	

Customer segments:

Swiggy's customer segments include^{1 2}:

- Young Adults and Working Professionals: Aged 18-45 years, who value convenience and time-saving solutions. They are likely middle to high-income individuals living in urban areas.
- Busy Professionals: Individuals with demanding work schedules who rely on Swiggy for quick and reliable food delivery.
- Students: College students and young adults who use Swiggy for daily meals due to its convenience and affordability.
- Families: Families seeking hassle-free dining experiences at home, with options for family meals and special discounts.
- Social Gatherings: Groups planning social gatherings or parties at home who use Swiggy for food delivery.
- Tech-Savvy Individuals: Individuals comfortable using mobile apps and online platforms for ordering food, appreciating the ease of browsing menus, placing orders, and tracking deliveries.

Swiggy's target market is primarily urban dwellers who lead busy lifestyles and have limited time for cooking. The company's services are more popular in metropolitan cities and urban centers. By understanding these customer demographics and target markets, Swiggy tailors its services and marketing strategies to effectively cater to their needs.

Problems:

Swiggy, a popular food delivery platform in India, faces several problems that impact its users and overall service quality. Some of the common issues include^{1 2}:

- Delayed Deliveries: Orders arriving later than the estimated time, causing inconvenience to customers.
- Missing or Incorrect Items: Delivered items not matching what was ordered, leading to customer dissatisfaction.
- Payment Issues: Problems with transactions, such as being charged twice or not receiving a refund.
- Poor Food Quality: Food arriving stale, cold, or not as described, compromising customer expectations.
- Customer Service Complaints: Difficulty in getting satisfactory responses from Swiggy's customer support, leading to frustration and unresolved issues.
- Logistics Dilemma: Challenges in managing logistics and delivery staff, affecting timely order fulfillment.
- Competition with Big Players: Swiggy faces stiff competition from other food delivery giants, making it essential to innovate and improve services.
- Unreliability in Delivery and Logistics Staff: Issues with delivery staff, such as unprofessional behavior or failure to deliver orders correctly.

- Neglecting Customer Loyalty: Swiggy needs to focus on building customer loyalty through rewards, discounts, and personalized services.
- Unstable Market Prices: Fluctuating market prices and menu item costs can impact Swiggy's pricing strategy and profitability.
- Adhering to Food Quality Standards: Ensuring that food is prepared and delivered safely, maintaining quality and hygiene standards.
- Managing Customer Expectations: Meeting customer expectations regarding delivery times, food quality, and overall service experience.

To address these issues, Swiggy can implement measures such as:

- Improving Customer Support: Enhancing customer support through multiple channels, including in-app chat, phone, and social media.
- Streamlining Logistics: Optimizing logistics and delivery processes to reduce delays and errors.
- Quality Control: Implementing strict quality control measures to ensure food is prepared and delivered safely and to the desired standard.
- Customer Feedback: Collecting and acting on customer feedback to identify areas for improvement and enhance overall service quality.
- Innovative Solutions: Exploring innovative solutions, such as AI-powered chatbots or predictive analytics, to improve delivery efficiency and customer experience.

Solutions:

Here are some potential solutions to the problems faced by Swiggy:

Delayed Deliveries

1. Optimize logistics and routing: Use data analytics and machine learning to optimize delivery routes and reduce delivery times.
2. Increase delivery staff: Hire more delivery staff to meet peak demand and reduce wait times.
3. Implement real-time tracking: Provide real-time tracking updates to customers to improve transparency and manage expectations.

Missing or Incorrect Items

1. Improve order accuracy: Implement quality control measures to ensure orders are accurate and complete before they are dispatched.
2. Enhance communication: Improve communication between restaurants, delivery staff, and customers to prevent errors.

3. Implement a robust returns process: Establish a clear returns process for customers to report missing or incorrect items.

Payment Issues

1. Implement secure payment processing: Use secure payment gateways and encryption to protect customer payment information.

2. Provide clear payment instructions: Clearly communicate payment options and instructions to customers.

3. Offer refunds and support: Provide prompt refunds and support for customers who experience payment issues.

Poor Food Quality

1. Partner with quality restaurants: Partner with restaurants that maintain high food quality standards.

2. Implement quality control measures: Conduct regular quality checks to ensure food meets customer expectations.

3. Provide food safety training: Provide food safety training to restaurant staff and delivery personnel.

Customer Service Complaints

1. Implement multi-channel support: Provide customer support through multiple channels, including phone, email, and in-app chat.

2. Train customer support staff: Train customer support staff to provide prompt and effective support.

3. Implement a feedback system: Collect customer feedback and use it to improve services and resolve issues.

Logistics Dilemma

1. Optimize delivery operations: Use data analytics and machine learning to optimize delivery operations and reduce costs.

2. Partner with reliable logistics providers: Partner with reliable logistics providers to ensure timely and efficient delivery.

3. Invest in technology: Invest in technology, such as route optimization software, to improve delivery efficiency.

Competition with Big Players

1. Differentiate services: Differentiate Swiggy's services from competitors through unique features, promotions, and quality of service.
2. Focus on customer experience: Focus on providing an exceptional customer experience to build loyalty and retention.
3. Invest in marketing: Invest in marketing and advertising to increase brand awareness and attract new customers.

Unreliability in Delivery and Logistics Staff

1. Train delivery staff: Provide training to delivery staff on customer service, food safety, and logistics procedures.
2. Implement performance metrics: Implement performance metrics to track delivery staff performance and identify areas for improvement.
3. Recognize and reward good performance: Recognize and reward delivery staff who provide excellent service.

Neglecting Customer Loyalty

1. Implement loyalty programs: Implement loyalty programs to reward repeat customers and encourage loyalty.
2. Personalize services: Personalize services to meet individual customer preferences and needs.
3. Collect customer feedback: Collect customer feedback and use it to improve services and build customer loyalty.

Unstable Market Prices

1. Monitor market trends: Monitor market trends and adjust pricing strategies accordingly.
2. Offer promotions and discounts: Offer promotions and discounts to customers to maintain competitiveness.
3. Focus on value-added services: Focus on providing value-added services, such as fast delivery and quality food, to justify pricing.

Adhering to Food Quality Standards

1. Implement food safety protocols: Implement food safety protocols to ensure food is prepared and delivered safely.
2. Partner with quality restaurants: Partner with restaurants that maintain high food quality standards.
3. Conduct regular quality checks: Conduct regular quality checks to ensure food meets customer expectations.

Managing Customer Expectations

1. Provide clear communication: Provide clear communication to customers about delivery times, food quality, and services.
2. Set realistic expectations: Set realistic expectations with customers about delivery times and services.
3. Collect customer feedback: Collect customer feedback and use it to improve services and meet customer expectations.

By implementing these solutions, Swiggy can address the problems it faces and improve its services to meet customer expectations.

References:

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