**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 22 June 2025 |
| Team ID | LTVIP2025TMID30581 |
| Project Name | A CRM Application For Public Transport Management System |
| 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:**

Calendar

Description automatically generated

🧩 Customer Discovery Sheet – Public Transport Management System

1. 🔹 CUSTOMER SEGMENT(S)  
Who is your customer?

* RTC Operations Admins
* Dispatchers
* Station Managers
* Transport Department IT teams
* Data entry staff managing buses, trips, and employees

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2. 🔧 JOBS-TO-BE-DONE / PROBLEMS  
Which problems does your system address?

* Manual assignment of drivers and conductors without validation
* Lack of automation in assigning ticket fare by route and bus model
* No centralized record of employee roles and station-based reports
* Inconsistent trip creation and bus assignment workflows
* No real-time trip cost tracking or automated updates

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3. 🎯 TRIGGERS  
What motivates them to act?

* Repeated assignment of unqualified personnel to trips
* Mistakes in fare allocation and fare discrepancies
* Pressure to improve efficiency, reporting, and audit tracking
* Requests from station managers for centralized dashboards and reports

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4. 💬 EMOTIONS: BEFORE / AFTER  
How do users feel before and after adopting your system?

Before:

* Frustrated by errors
* Overwhelmed with manual entry
* Uncertain about record correctness

After:

* Relieved due to automation
* Confident about role-based assignment
* In control with visual reports and validation flows

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5. 🛠 AVAILABLE SOLUTIONS  
What exists today?

* Manual trip sheets or Excel logs
* Disconnected bus scheduling whiteboards
* Basic TMS software with limited validations
* No built-in driver/conductor role enforcement

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6. 🚫 CUSTOMER CONSTRAINTS  
What stops them from acting?

* Staff’s lack of familiarity with digital platforms
* Budget constraints for third-party transport software
* Resistance to change from legacy systems
* Low internet reliability at some stations

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7. 📋 BEHAVIOUR  
What do users do today to solve these problems?

* Use paper registers for assignments
* Call staff manually to confirm trips
* Maintain Excel files without validation
* Use WhatsApp or phone for ad-hoc scheduling

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8. 📡 CHANNELS OF BEHAVIOUR

8.1 ONLINE:

* Salesforce Lightning App
* Reports tab for “Employees by Bus Station”
* Automated flows for fare fetching
* Apex trigger for role validations

8.2 OFFLINE:

* Dispatcher instructions on call
* Printed bus sheets and trip records
* Manual reporting to station managers

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9. 🔍 PROBLEM ROOT CAUSE  
Why does the problem exist?

* No role-based validation in traditional systems
* Disconnected fare calculation and trip scheduling
* Lack of automation and reporting features
* Inconsistent handling of driver/conductor data

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10. ✅ YOUR SOLUTION  
What do you offer?

A Salesforce-based Public Transport Management System with:

* Custom Objects: Bus\_\_c, Trip\_\_c, Ticket\_Fare\_\_c, Employee\_\_c
* Apex Trigger: Validates that only Drivers/Conductors are assigned appropriately
* Flow: Auto-fetches fare using Route\_Name\_\_c and Bus\_Model\_\_c
* Reports: Employee summary by Bus Station
* Tabs, Lightning App, Field Validation, and Relationship-based automation