

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID00596
Project Name	Power BI Inflation Analysis Journeying Through Global Economic Terrain
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	1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small>	6. CUSTOMER <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connections, 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										
	<ul style="list-style-type: none"> Financial analysts Policy makers Business decision-makers 	<ul style="list-style-type: none"> Limited technical skills in handling complex BI tools High subscription costs for advanced analytics platforms Lack of integration with their existing workflow 	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Solution</th> <th>Pros</th> <th>Cons</th> </tr> </thead> <tbody> <tr> <td>Excel / Manual Processing</td> <td>Customizable, widely used</td> <td>Time-consuming, prone to errors</td> </tr> <tr> <td>Government Reports (IMF, WB)</td> <td>Reliable, official data</td> <td>Delayed updates, not real-time</td> </tr> <tr> <td>Standalone BI Tools</td> <td>Interactive dashboards, some automation</td> <td>Lack of economic-specific forecasting</td> </tr> </tbody> </table>		Solution	Pros	Cons	Excel / Manual Processing	Customizable, widely used	Time-consuming, prone to errors	Government Reports (IMF, WB)	Reliable, official data	Delayed updates, not real-time	Standalone BI Tools
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Focus on J&P, tap into BE, understand	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										
	<ul style="list-style-type: none"> Tracking inflation trends across multiple regions Time-consuming manual data processing Lack of predictive models for inflation forecasting Difficulty in sharing real-time insights 	<ul style="list-style-type: none"> Inflation data is scattered across multiple unreliable sources Manual processes are outdated and inefficient Limited access to AI-driven forecasting tools for inflation analysis 	<ul style="list-style-type: none"> Search for economic reports from IMF, World Bank, and government websites Manually compile inflation data into Excel spreadsheets Use Power BI or Tableau for basic visualizations without forecasting 											
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>What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE										
	<ul style="list-style-type: none"> Economic uncertainty and inflation volatility Regulatory requirements for inflation monitoring Business planning needs (pricing, investment, supply chain) Media reports on inflation impacting industries 	<ul style="list-style-type: none"> Automates data collection from IMF, World Bank, and national agencies Processes and cleans data with Power BI's advanced transformation tools Uses AI-powered models to forecast inflation trends Provides real-time, interactive dashboards for easy sharing and decision-making 	<ul style="list-style-type: none"> Government economic dashboards Business news and financial blogs LinkedIn discussions on economic trends Power BI online training materials 											
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>		<ul style="list-style-type: none"> Overwhelmed by complex economic data from multiple sources Confused about future inflation predictions Confident with real-time, centralized insights Empowered to make data-driven decisions faster Proactive with AI-driven forecasting models 												

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>

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