Date	18 February 2026
Team ID	LTVIP2026TMIDS24197
Project Name	Civil Engineering Insight Studio
Maximum Marks	2 Marks

Customer Segment

| Segment	Description
Customers	People who need help regarding products/services
Agents	Support staff handling customer queries
Admin	Manages agents, monitors system activity

Customer Problems

Core Problems (Customer Side)

Problem ID	Problem Description	Type
P1	Customers don't know whom to contact for support	Frequent
P2	Delayed response from support team	Urgent
P3	No proper tracking of complaint status	Frustrating
P4	Repeating the same issue multiple times	Annoying
P5	No transparency in issue resolution	Trust issue

Existing Behavior (Current Situation)

Customer
↓
Calls / Emails randomly
↓
No proper tracking
↓
Waits for response
↓
Gets frustrated
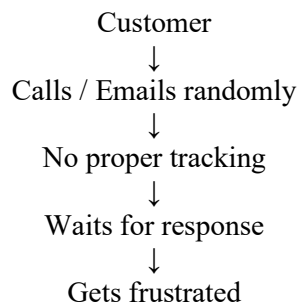
Customers currently:

- Call support numbers
- Send emails
- Message through social media
- Wait without tracking status

Emotional Impact

| Problem	Customer Feeling
No response	Ignored
Delay	Frustrated
No tracking	Confused
Repeating issue	Annoyed
No transparency	Lack of trust

Proposed Solution (CSS)

Core Solution

A **role-based web application** where:

- Customers can register and submit issues
- Agents can manage assigned users
- Admin can manage agents and assign customers

Solution Features Mapping

Problem	Solution Feature	Fit Explanation
No contact clarity	Online complaint submission	Clear channel
Delayed response	Agent assignment system	Faster response
No tracking	Status tracking dashboard	Transparency
Repeating issue	Centralized issue history	One-time explanation
No transparency	Admin monitoring	Trust building

Functional Fit Diagram
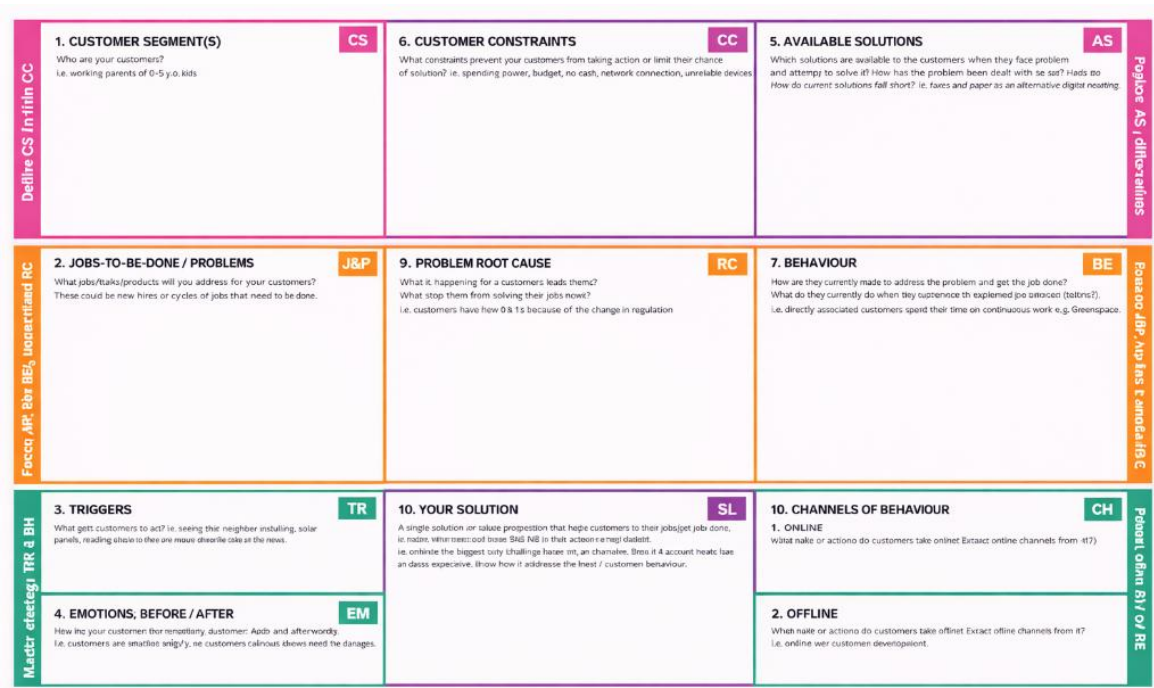
Behavioral Fit

Instead of:

- Calling randomly
- Sending emails

Customers now:

- Log in
- Raise complaint
- Track progress
- Get notification

This matches modern digital behavior (web/app usage).

Value Proposition

For Customer	For Agent	For Admin
Easy complaint submission	Organized workflow	Full system control
Status tracking	Assigned users only	Agent management
Faster resolution	Clear responsibilities	Performance monitoring