

Project Design Phase

Problem - Solution Fit Template

Date	17 April 2025
Team ID	SWTID1743955267
Project Title:	RideEase
Maximum Marks	2 Marks

Problem – Solution Fit

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.**
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- **Customer Segments:** I've identified five key customer segments for RideEase, from urban commuters to seniors with mobility challenges.
 - **Jobs-to-be-Done/Problems:** The canvas outlines seven core jobs customers need help with, including reliable transportation, affordability, and safety.
 - **Triggers:** I've detailed what circumstances prompt customers to seek ride services, from urgent time needs to safety concerns.
 - **Emotions:** Contrasts the before/after emotional states, showing how RideEase transforms anxiety into confidence.
 - **Available Solutions:** Analyzes existing alternatives in the market from major ride-hailing apps to public transport.

- **Customer Constraints:** Identifies seven key barriers preventing customers from taking action, including budget concerns and safety issues.
- **Behavior:** Shows how customers currently try to solve transportation problems, like using multiple apps or pre-booking.
- **Channels of Behavior:** Separates online and offline touchpoints where customers can access the service.
- **Problem Root Cause:** Diagnoses the fundamental issues, such as supply-demand imbalance and insufficient verification processes.
- **Your Solution:** Details RideEase's unique value proposition with transparent pricing, enhanced safety features, and accessibility options.

Example:

Define CS, Behavior Fit	1. CUSTOMER SEGMENT(S) CS Who is your customer? 1. Urban commuters (18-45 years) looking for reliable daily transportation 2. Business professionals needing punctual rides to meetings and airport transfers 3. Occasional travelers without personal vehicles 4. People with late-night transportation needs 5. Seniors and people with mobility challenges	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action? 1. Budget concerns - high surge pricing in existing apps 2. Poor network connectivity in certain areas 3. Safety concerns, especially for night travel 4. Unreliable ETAs causing scheduling stress 5. Complex app interfaces for seniors/non-tech users 6. Limited payment options (cash preferred by some) 7. Lack of accessible vehicles when needed	5. AVAILABLE SOLUTIONS AS What solutions are available to customers now? 1. Major ride-hailing apps (Uber, Lyft, Ola, etc.) 2. Traditional taxi services 3. Public transportation (buses, metro) 4. Car rental services 5. Carpooling and ride-sharing platforms 6. Personal vehicles 7. Bike/scooter rental services	Differentiate Focus on J, Up, Behavior Fit
	2. JOBS-TO-BE-DONE / PROBLEMS JS Which jobs/problems do you address for customers? 1. Getting from point A to B safely and on time 2. Booking reliable rides during peak hours 3. Finding affordable transportation options 4. Accessing transportation in underserved areas 5. Securing safe rides for late-night travels 6. Finding accessible vehicles for disabled users 7. Arranging transportation for elderly relatives	9. PROBLEM ROOT CAUSE RC What is the real reason this problem exists? 1. Supply-demand imbalance during peak hours 2. Algorithmic pricing that prioritizes profit over customer satisfaction 3. Insufficient driver verification processes 4. Poor integration with public transportation 5. Lack of community-based safety features 6. Limited options for users with special needs	7. BEHAVIOUR BE How do customers currently try to solve this problem? 1. Use multiple ride-hailing apps to compare prices 2. Pre-book rides well in advance 3. Share location with friends/family during rides 4. Build relationships with specific drivers 5. Adjust travel times to avoid peak hours 6. Combine ride-sharing with public transport 7. Rely on family members for transportation	
Focus on JTBD, TR, EM	3. TRIGGERS TR What triggers customers to act? 1. Urgent need to reach a destination on time 2. Bad weather making walking/cycling impossible 3. Late-night situations without public transport 4. Special occasions requiring convenient travel 5. Breakdown of personal vehicle 6. Recommendation from trusted friends 7. Safety concerns in unfamiliar areas	10. YOUR SOLUTION SL RideEase: A MERN stack ride-hailing platform that: 1. Offers transparent, predictable pricing with no surge 2. Provides accurate ETAs using advanced algorithms 3. Features enhanced safety with real-time tracking, SOS button, and trusted driver verification 4. Offers offline booking options for low connectivity 5. Includes accessibility features for seniors/disabled 6. Implements loyalty rewards and scheduled rides	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE 1. Mobile apps (iOS and Android) 2. Progressive web app for browser access 3. Social media integration for quick booking 4. Voice assistant integration (Alexa, Google) 8.2 OFFLINE 1. SMS booking service for low connectivity areas 2. Kiosks at popular locations (airports, malls)	Gather Info CHA, TR, BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they have this problem vs. after using RideEase? BEFORE: Anxious, frustrated, rushed, worried about safety/costs, stressed about uncertainty, feeling vulnerable AFTER: Relieved, confident, relaxed, in control, secure, valued as customers, loyal to reliable service, satisfied			