

# Project Design Phase

## Problem– Solution Fit Template

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TeamID	LTVIP2025TMID30215
Project Name	A CRM Application for Public Transport Management System
MaximumMarks	

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.

### Problem-Solution Fit Canvas

Aspect	Details
<b>Problem Identified</b>	Passengers face issues like booking confusion, lack of real-time updates, and difficulty tracking buses or schedules. Transport staff struggle with manual record-keeping, inefficient routing, and managing passenger data.
<b>Target Users / Segment</b>	Daily commuters, intercity passengers, bus conductors, station managers, and transport company admins.
<b>Current Behavior</b>	Manual ticket booking, physical inquiries, phone calls for updates, handwritten logs, and disconnected systems for bus tracking and passenger info.
<b>Proposed Behavior</b>	A centralized CRM system using Salesforce for digital ticketing, route management, passenger data tracking, and real-time bus updates.
<b>Solution Overview</b>	Salesforce-based public transport CRM app with custom objects, automated flows, validation rules, dashboards, and reports for streamlined operations.
<b>Why the Solution Fits</b>	It replaces fragmented manual processes with an integrated solution — minimizing booking errors, enabling fast communication, and improving data visibility.
<b>How it Improves Situation</b>	Passengers can book tickets and track buses easily; staff can manage operations with less error; admin gets insights through dashboards and reports.