

# Project Design

## Problem solution:

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.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Understand the existing situation in order to improve it for your target group.

### Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? I.e. working parents of 0-5 y.o. kids <b>CS</b>	<b>6. CUSTOMER CONSTRAINTS</b> What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices. <b>CC</b>	<b>5. AVAILABLE SOLUTIONS</b> 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 <b>AS</b>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <b>J&amp;P</b>	<b>9. PROBLEM ROOT CAUSE</b> 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. <b>RC</b>	<b>7. BEHAVIOUR</b> 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) <b>BE</b>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <b>TR</b>	<b>10. YOUR SOLUTION</b> 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. <b>SL</b>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 <b>CH</b>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> 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. <b>EM</b>		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	

## Problem solution:

#	Section	Details
1	Customer Segment(s) (CS)	- Car showroom managers- Sales executives- Dealership owners- Customers looking for cars
2	Jobs-To-Be-Done / Problems (J&P)	- Manage and update car inventory efficiently- Track multiple car models, variants, and availability- Quickly respond to customer inquiries
3	Triggers (TR)	- Delay in customer responses due to manual data- Lost sales due to unavailable or outdated car details- Competitors using digital tools
4	Emotions: Before / After (EM)	- Before: Frustration, confusion, lack of control- After: Confidence, efficiency, trust, satisfaction
5	Available Solutions (AS)	- Manual Excel-based cataloging- Paper brochures- Generic CRM tools (not tailored for auto industry)- Limited cloud-based inventory tools
6	Customer Constraints (CC)	- Budget limitations for small dealerships- Lack of technical expertise- Resistance to change or adopt new systems
7	Behaviour (BE)	- Staff manually entering and tracking vehicle details- Relying on memory or spreadsheets to answer customer queries
8	Channels of Behaviour (CH)	8.1 Online: Use of WhatsApp, emails, websites to handle queries 8.2 Offline: Face-to-face interactions, printed catalogs, phone calls
9	Problem Root Cause (RC)	- Traditional car sales workflows lack digitization- No centralized system for cataloging cars and updating inventory in real time
10	Your Solution (SL)	- A centralized, automated digital car catalog system- Web-based dashboard for staff- Real-time updates, search/filtering, lead tracking, alerts

## **Proposed Solution :**

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Car showrooms and dealerships face difficulties managing diverse car catalogs using manual systems. These inefficiencies lead to delayed customer responses, operational bottlenecks, and reduced satisfaction.
2	Idea / Solution Description	Develop an automated, web-based car catalog system that allows real-time updates, smart search, inventory tracking, customer interaction logging, and dashboard analytics to streamline showroom management.
3	Novelty / Uniqueness	Unlike generic CRMs or manual tracking tools, this solution is tailored specifically for car dealerships with features like variant-level management, test drive booking, automated alerts, and mobile accessibility.
4	Social Impact / Customer Satisfaction	Enhances customer experience through faster responses, better car discovery, and transparent communication. Reduces staff workload, improves accuracy, and helps dealers serve more customers efficiently.
5	Business Model (Revenue Model)	<ul style="list-style-type: none"><li>- Subscription-based pricing for dealerships (monthly/annual)</li><li>- Freemium model with core features free and advanced analytics/features paid</li><li>- Optional service integration fees (CRM, cloud backup)</li></ul>
6	Scalability of the Solution	Easily scalable to support multiple dealerships, brands, and regions. Cloud-based infrastructure allows adding new users, branches, and modules without significant rework or cost increases.

## Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.
- Provide specifications according to which the solution is defined, managed, and delivered.

### Example - Solution Architecture Diagram:

