Project Design Phase

Problem – Solution Fit Canvas

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Team ID	SWTID1743612504
Project Name	Streamify: Your Ultimate OTT Platform
Maximum Marks	2 Marks

Problem – Solution Fit canvas for Streamify: OTT Platform

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.

Information for the canvas:

1. CUSTOMER SEGMENT(S) (CS)

- OTT content consumers (young adults, families, professionals)

- Users looking for personalized recommendations

- Viewers who prefer ad-free and seamless streaming

- Content creators and distributors

2. PROBLEMS / PAINS (PR)

- Difficulty in discovering relevant content

- Poor content recommendations leading to frustration

- Limited interactive features for social engagement

- Buffering and poor streaming quality on low bandwidth

- No seamless transition between devices

3. TRIGGERS TO ACT (TR)

- Users feel overwhelmed by excessive, irrelevant content choices

- Friends/family discussing a must-watch show

- Users looking for budget-friendly and ad-free alternatives

- Increased demand for social streaming experiences

4. EMOTIONS (EM)

- Before: Frustrated, overwhelmed, disengaged

- After: Excited, satisfied, immersed

5. AVAILABLE SOLUTIONS (AS)

- Other OTT platforms (Netflix, Prime Video, Disney+)

- Third-party recommendation tools

- Social media discussions for content suggestions

- Standalone streaming players like VLC

6. CUSTOMER LIMITATIONS (CL)

- Budget constraints for premium subscriptions
- Device compatibility issues
- Internet connectivity and bandwidth limitations

7. BEHAVIOR (BE)

- Users tend to binge-watch content
- Preference for personalized recommendations over generic suggestions
- Users often switch between multiple devices while watching

8. CHANNELS OF BEHAVIOR (CH)

- **Online**: Mobile apps, Web platforms, Smart TVs, Social Media
- **Offline**: Word-of-mouth recommendations, Movie events, Streaming device stores

9. ROOT / CAUSE OF PROBLEM (RC)

- OTT platforms rely on broad, algorithm-based recommendations rather than personalized user behavior
- Limited real-time social engagement within streaming platforms
- Poor optimization for low-bandwidth users

10. YOUR SOLUTION (SL)

- **AI-based personalized content recommendations** using user behavior and preferences
- **Interactive watch parties** to allow users to engage with friends in real-time
- **Adaptive streaming** for optimized viewing on all networks
- **Seamless multi-device transition** to allow content continuity across devices