

## Project Design Phase

### Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID20831
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	2 Marks

#### 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

#### 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.

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> 1. Freshgraduate 2. Productive Workers 3. People who lost their jobs due to the pandemic	<b>6. CUSTOMER CONSTRAINTS</b> 1. Availability of learning media for the skills needed 2. Can be accessed on all devices 3. Affordable price 4. Easy to use	<b>5. AVAILABLE SOLUTIONS</b> Skill Seeker: Searching for skills is easier, varied, and affordable without being limited by time  Skill Provider: Provides a platform to channel skills so that they can generate and benefit many people
	<b>2. JOBS TO BE DONE / PROBLEMS</b> 1. Unemployment rate is high 2. Skill provider media is still scattered 3. People have difficulty finding work, especially during the pandemic 4. No informal skill provider platform 5. No media for skill owners to be productive from their skills 6. Trend to learn new skills with free time during quarantine	<b>9. PROBLEM ROOT CAUSE</b> 1. Must stay at home 2. Access to meet other people is limited 3. Feeling bored	<b>7. BEHAVIOUR</b> Digital transformation, with all activities through online media  Convenience to study wherever you are  Access is not limited by time and place
Focus on JDP, tap into BE, understand RC	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> Want to have / improve skills in a particular field  <b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> By taking courses, users can learn new skills and can improve their previous skills	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> 1. Provide a platform that brings together skill providers with skill seekers 2. Provide a platform that not only provides formal but also informal skills	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right;">CH</span> • Community • Sosial Media (Youtube, FB, IG, Twitter, LinkedIn, Tiktok) • Content Distribution Platform • Word of Mouth • User Referrals • Partnership (Influencer & KOL)
Identify strong TR & EM			Extract online & offline CH of BE