**Project Design Phase**

**Problem – Solution Fit**

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| Date | 15 April 2025 |
| Team ID | SWTID1743695015 |
| Project Name | Shopez: E-Commerce Application |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit:**

**Top Section – Define CS, fit into**

This section identifies your **target customers** and what’s holding them back:

1. **Customer Segments (CS):**  
   Who are your customers? Define them clearly — individuals, companies, or user roles.
2. **Customer Constraints (CC):**  
   What limitations or barriers do your customers face in solving the problem? This includes lack of knowledge, tools, or budget.

**Middle Section – Focus on J&P, tap into BE, understand**

This is the heart of the canvas — you explore **customer problems and behaviors**:

1. **Jobs-To-Be-Done / Problems (J&P):**  
   What specific tasks or issues are your customers trying to solve?
2. **Problem Root Cause (RC):**  
   What are the underlying reasons why these problems exist? Think beyond the symptoms.
3. **Behaviour (BE):**  
   What are your customers currently doing to deal with the problem? This helps you understand current alternatives or workarounds.

**Bottom Left – Identify strong TR & EM**

This area focuses on customer **emotions and motivation**:

1. **Triggers (TR):**  
   What events or frustrations push customers to seek a solution?
2. **Emotions Before / After (EM):**  
   What do customers feel before the problem is solved? What do they feel after using your solution?

**Bottom Right – Extract offline & online CH of BE**

This helps you determine **how customers act**:

1. **Channels of Behaviour (CH):**  
   8.1 **Online:** Where do customers look for solutions online (e.g., Google, reviews, YouTube)?  
   8.2 **Offline:** Where do they turn offline (e.g., word of mouth, in-person feedback)?

**Bottom Center – State Solution**

1. **Your Solution (SL):**  
   This is where you describe your product or service. It should clearly match the problem and constraints previously outlined.

