

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID19393
Project Name	Project - Industry – Specific Intelligent Fire Management System
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.**

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>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.</small>	5. AVAILABLE SOLUTIONS <small>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</small>	Explore AS, differentiate
	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">Industrial owners and other organizational owners</div>	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;"> <ul style="list-style-type: none"> ➤ Budget ➤ Risk ➤ Resources ➤ Scope ➤ Quality </div>	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">By detecting a fire quickly and accurately and providing early warning notification, a fire-detection system can limit the emission of toxic products created by combustion produced by the fire itself.</div>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>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.</small>	7. BEHAVIOUR <small>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)</small>	Focus on J&P, tap into BE, understand RC
	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">In case of emergency through fire or any gas leakage, the system detects it.</div>	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">Any number of things may cause a fire alarm</div>	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">Customer behavior analysis is an essential issue for retailers. It is used for optimized store performance, enhanced customer experience, reduced operational costs, and therefore higher profitability.</div>	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>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.</small>	8. CHANNELS OF BEHAVIOUR <small>ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE
	<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">Monitoring of the potential risk areas and an early detection of fire.</div>		<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">Online consumer behavior is the process of how consumers make decisions to purchase products in e-commerce</div>	
4. EMOTIONS: BEFORE / AFTER <small>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.</small>		<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">We design fire alarm systems as well as complete fire-fighting systems. The latter may comprise fixed alarm system, emergency as well as gas detection systems.</div>	<small>OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	
<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">They may get frustrated</div>			<div style="border: 1px solid black; padding: 5px; background-color: #f0f0f0;">Prefers to visit traditional stores or contact salesman and the use newspapers and telephonic media.</div>	