

# PRODUCT VS SOLUTION

## SIMILARITIES

Parameter	Product	Solution
<b>PURPOSE</b>	<ul style="list-style-type: none"><li>• Solve Customer Problems</li><li>• Ease Pain Points</li></ul>	<ul style="list-style-type: none"><li>• Solve Customer Problems</li><li>• Ease Pain Points</li></ul>
<b>INNOVATION</b>	<ul style="list-style-type: none"><li>• Require creativity and innovation.</li><li>• Need Fresh Ideas &amp; Unique Approaches</li></ul>	<ul style="list-style-type: none"><li>• Require creativity and innovation.</li><li>• Need Fresh Ideas &amp; Unique Approaches</li></ul>
<b>MARKET RESEARCH</b>	<ul style="list-style-type: none"><li>• Understanding customer needs is critical</li></ul>	<ul style="list-style-type: none"><li>• Understanding customer needs is critical</li></ul>

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## DIFFERENCES

Parameter	Product	Solution
<b>SCOPE</b>	<ul style="list-style-type: none"><li>• Broader Offerings</li><li>• Designed for larger markets</li></ul>	<ul style="list-style-type: none"><li>• Customized Offering</li><li>• Specific Customers</li></ul>
<b>LONGEVITY</b>	<ul style="list-style-type: none"><li>• Long-Term Use</li><li>• Adaptable</li></ul>	<ul style="list-style-type: none"><li>• Temporary Fixes</li><li>• Specific Adaptations</li></ul>
<b>DEVELOPMENT PROCESS</b>	<ul style="list-style-type: none"><li>• Extensive Road Mapping</li><li>• Longer Timelines</li></ul>	<ul style="list-style-type: none"><li>• More Agile</li><li>• More Focused</li></ul>

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## EXAMPLE

Parameter	Product	Solution
<b>EXAMPLE 1</b>	Salesforce, as a standardized CRM platform for any business	A custom CRM system designed for a specific company
<b>EXAMPLE 2</b>	Zomato catering to a wide range of restaurants and users	An app developed to manage a local restaurant's orders