

# Problem-Solution fit canvas 2.0

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? User/People</div></div> <div>CS</div>	<div>6. CUSTOMER<div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. Slow response time, resources, quality, network connection, available devices.</div></div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when they face the problem or need to get the job done? What pros &amp; cons do these solutions have? i.e. provide alternative channel like chatbot, email for user problems, Make regular follow-ups.</div></div> <div>AS</div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? Different view of customer and their satisfaction; explore different sides.</div></div> <div>J&amp;P</div>	<div>9. PROBLEM ROOT CAUSE<div>What is the real reason that this problem exists? What is the back story behind the need to do this job? Customers are not able to access the own searches so they need.</div></div> <div>RC</div>	<div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the job done? i.e. Using the chatbot, Email the customer can address the issue with the application. It provides advanced report and analytics</div></div> <div>BE</div>		Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbor installing the application, Hearing a convenient user friendly application through their friends.</div></div> <div>TR</div>	<div>10. YOUR SOLUTION<div>A news-sharing app wants to help users find relevant and important news easily every day and also understand explicitly that the news is not fake but from proper sources. We provide alternative channel like chat bots, email for user problems, Make regular follow-ups and makes user friendly application. With the rise of cloud-based applications, integration of UX into these applications can not only grow your user base but also play a crucial role in increasing performance we would add the content through the User Interface designing part.</div></div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR<div>ONLINE<div>What kind of actions do customers take online? Extract online channels from #7</div><div>OFFLINE<div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div></div><div>CH</div></div>		
<div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div> <div>EM</div>					