

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS For senior citizens who are self-reliant and does not want to feel dependent, around 40 - 70 years.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Time constraint, Interruption, Connectivity, Distraction, Repair cost.	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS The solution available to seniors when they face problems are personal assistance system such as voice assistant, virtual assistant, and etc. for helping them in various ways including entertaining them.	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <p>The problems mostly faced by seniors are operating the technology and worrying about that they might repair it. Yeah, mostly they do because the device would difficult to operate for seniors and it is not easier for them to understand and remember how to operate it, so it should always be simple and modest for them. And the device should be easy to carry and user friendly.</p> <p>What is the problem they worry about most?</p> <p>How it should be?</p>	9. ROOT / CAUSE OF PROBLEM RC <p>People think personal assistance is bound to a location, cutting expenses for the care, limited tasks, security issues including stealing data and other issues, and letting seniors being independent on their own is a difficult step for most people. Cost may be a vital cause.</p>	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <p>The behaviour of seniors gets intense whenever they feel dependent and burdening their family, So they gets stressful and depressed because of that. Seniors stress and depress rate gets higher and higher as the time goes. And they begin to worry and starting behave differently than usual.</p> <p>How seniors behave?</p>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <p>Seeing advertisements and knowing the personal assistance being so helpful for seniors in a lot of ways. Knowing how helpful it is from other people who have used already.</p>	10. YOUR SOLUTION SL <p>Various personal assistance are already so much helpful in so many ways, our solution is that the personal assistance should do various tasks altogether in a single application. So that seniors do not have to depend on multiple application to do fews tasks for them, they can depend on a single to do multiple tasks.</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE Seniors mostly expect assistance can be from online sources like application based assistance. So that they can depend on wherever they wish.</p> <p>OFFLINE Some expect to be physical devices cause they can always take assistance from that and can be helpful in various ways.</p>	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM <p>Felt dependent >> Feeling independent Stressed, depressed >> Relaxed, happiness Felt so helpless >> Feeling helpful</p>			



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