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Purpose / Vision

**Transforming raw cosmetics data into clear insights for smarter brand decisions.**

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| --- | --- | --- | --- | --- |
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS  Whoisyour customer? i.e. working parents of 0-5 y.o. kids  Cosmetics brands  Marketing teams in cosmetics companies Product development managers  Business analysts in the beauty industry | 6. CUSTOMER CONSTRAINTS CC  Whatconstraints prevent yourcustomers from taking action or limit their choices  of solutions? i.e. spending power, budget, no cash, network connection, available devices.  Limited data analysis skills  Budget constraints for advanced tools Scattered or incomplete data  Time pressure for quick decisions | 5. AVAILABLE SOLUTIONS AS  Which solutions areavailable tothecustomers 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  Manual Excel tracking, static reports Generic survey tools  Pros: Low cost, easy to start  Cons: Time-consuming, not real-time, less accurate | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS J&P  Which jobs-to-be-done(or problems)do youaddress for your customers? There could be more than one; explore different sides.  Understand evolving consumer preferences Monitor product performance and market  trends  Detect issues (bad reviews, low sales) early Make data-backed product and marketing decisions | 9. PROBLEM ROOT CAUSE RC  What is the real reason that thisproblem 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.  Data exists but is scattered and hard to interpret  Small teams lack easy tools to turn raw data into insights  High dependency on manual work | 7. BEHAVIOUR BE  Whatdoes yourcustomer 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)  Manually collect and combine reviews & sales data  Use basic charts or static reports monthly  Often miss early signals and rely on experience | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM | 3. TRIGGERS TR  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  Sales drop, bad reviews, competitor moves, reporting deadlines. | 10. YOUR SOLUTION SL  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.  Centralizes all product and consumer data  Cleans and visualizes trends in Tableau dashboards Gives interactive, real-time insights for fast, data- driven actions  Easy to use for teams without deep technical skills | 1. CHANNELS of BEHAVIOUR CH    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  **Online**: Google Trends, social media, online reviews   * 1. **OFFLINE**   What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  **Offline**: Store surveys, team meetings, trade shows | Extract online & offline CH of BE |
| 4. EMOTIONS: BEFORE / AFTER EM  Howdo customers feelwhen theyface a problem or a job and afterwards?  i.e. lost, insecure > confident, in control - use it in your communication strategy & design.  Before: Unclear, reactive, relying on guesswork After: Informed, proactive, confident in decisions |

