

# PROBLEM-SOLUTION FIT CANVAS

Get actionable insights into real customer situation and decision-making process to improve your odds of solution adoption probability.

### **Why Problem-Solution fit canvas?**

- 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 customer behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touchpoints with your company by finding the right problem-behavior fit and build trust, solving frequent annoyances or urgent / costly problems.
- Based on Lean Startup, Design Thinking, Lazy User Model (LUM) principles and fundamentals of User Experience design.
- **Understand existing situation to design for improvement.**

# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>	<b>6. CUSTOMER LIMITATIONS</b> EG. BUDGET, DEVICES <span>CL</span>	<b>5. AVAILABLE SOLUTIONS</b> PLUSES & MINUSES <span>AS</span>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span>	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span>	
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span>	<b>10. YOUR SOLUTION</b> <span>SL</span>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> BEFORE / AFTER <span>EM</span>		<div>ONLINE</div> <div>OFFLINE</div>	



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# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> Who is your customer? eg. working parents of 0-5 y.o. kids	<b>6. CUSTOMER LIMITATIONS</b> <b>CL</b> <small>EG. BUDGET, DEVICES</small> What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <small>PLUSES &amp; MINUSES</small> Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <b>PR</b> Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). How often does this problem occur?	<b>9. PROBLEM ROOT / CAUSE</b> <b>RC</b> What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).	<b>7. BEHAVIOR + ITS INTENSITY</b> <b>BE</b> What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). indirectly related: volunteering work (Greenpeace etc) How often does this related behavior happen?	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <b>TR</b> What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)	<b>10. YOUR SOLUTION</b> <b>SL</b> If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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.	<b>8. CHANNELS of BEHAVIOR</b> <b>CH</b> <b>ONLINE</b> Extract channels from Behavior block  <b>OFFLINE</b> Extract channels from Behavior block and use for customer development	Extract online & offline CH of BE
	<b>4. EMOTIONS BEFORE / AFTER</b> <b>EM</b> Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)			



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State your Vision.

Define customer segment **CS**.

Fit within customer limitations **CL** and differentiate / be better than available solutions **AS**.

Solve frequent\*, urgent or costly problem **PR** by analysing its root/cause **RC**, fit into frequent\* / natural / familiar behavior **BE**, which is directly or indirectly related to the underlying problem **PR**.

Identify triggers **TR**, that work in real life, and emotions **EM** (before / after) to strengthen your communication, so that you can activate your potential customers **CS** via online and offline channels **CH**, by designing a solution **SL** that fits customer limitations, problem, existing behaviour **CL PR BE**.

Your **SL** might be different over time, adjusting to ever-changing life landscape, but your Vision should stay the same.

\* Solving frequently occurring problem increases touch-points with the customers and helps your company to gain trust on the way to the bigger goal. This is a first step for solving a bigger problem, that might be too large to tackle if you focus on it first.

0. Vision		
1. CUSTOMER SEGMENT(S)	6. CUSTOMER LIMITATIONS	5. AVAILABLE SOLUTIONS
2. PROBLEMS / PAINS + frequency	9. ROOT / CAUSE of Problem	7. BEHAVIOR + its intensity
3. TRIGGERS TO ACT	10. YOUR SOLUTION	8. CHANNELS OF BEHAVIOR online + offline
4. EMOTIONS before & after		



As you work on it: extract or highlight repeated keywords, frequent behavior, emotions and insights. It will help you to identify patterns.

## PROBLEM - SOLUTION FIT

CANVAS

### INSTRUCTIONS:

1. Fill in according to the order 1-10 for new solutions and 10, then 1-9 for existing ones.
2. Identify patterns by listing problems and related behavior to every problem. It gives you a better understanding of how urgent / frequent every problem is and whether it's worth solving at all. Some problems are too costly but they may be nothing in comparison with daily annoyances and pains that consume time.
3. To increase your chances of solution adoption think of possible solutions that:
  - fit into customer state limitations (eg. budget, available devices, etc);
  - take the best from alternative solutions and learn from mistakes;
  - understand the real cause of the problem, it can give you the most powerful insights;
  - tap into existing customer behavior (directly or indirectly related), mediums and channels online and offline (for customer development), be where they are;
  - mimic natural, strong triggers (if possible) and familiar ways of doing things;
  - highlight strong emotions for the best communication strategy and catchy visual language that speaks to your customer group.
4. Check your assumptions.



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## CUSTOMER STATE FIT

### CUSTOMER SEGMENT(S)

Who is your customer?

eg. working parents of 0-5 y.o. kids

### CUSTOMER LIMITATIONS

What limits your customers to act at the moment  
when this problem occurs?

Spending power, budget, no cash in the pocket?

Network connection?

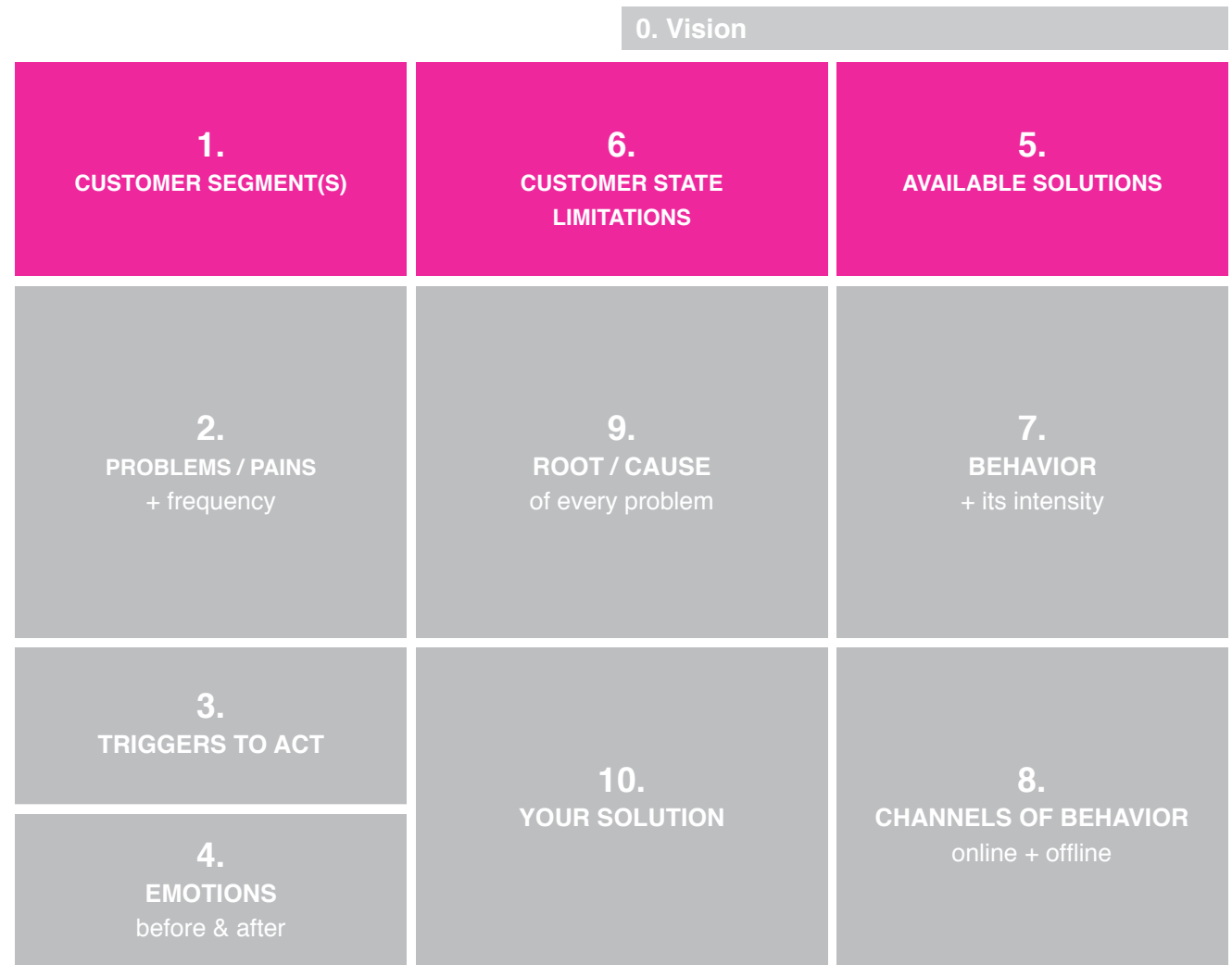
Available devices?

### AVAILABLE SOLUTIONS

Which solutions are available for the customer  
when he/she is facing the problem?

What has he/she tried in the past?

Pluses & minuses?



## PROBLEM - BEHAVIOR FIT

### PROBLEMS / PAINS

Which problem do you solve for your customer?

There could be more than one, explore it.

eg. people lack green in their home interior.

How often does this problem occur?

### ROOT / CAUSE

What is the cause of every problem from the list?

eg. People think that solar panels are a bad investment right now (in NL). Why? Because they are expensive (1), and possible changes in the law might influence the return of investment significantly and diminish the benefits (2).

### BEHAVIOR

What does your customer do about / around / directly or indirectly related to the problem?

eg. directly related: tries different “green energy” calculators in search for the best deal and usually chooses for 100% green provider; indirectly related: volunteering work, Greenpeace.

How often does this related behavior happen?





## COMMUNICATION- CHANNEL FIT

### TRIGGERS TO ACT

What triggers customer to act?

eg. seeing their neighbor installing solar panels.

### EMOTIONS

Which emotions do people feel before / after  
this problem is solved?

Use it in your communication strategy.

### CHANNELS OF BEHAVIOR

Where online does this behavior happen?

Extract online and offline channels from Behavior  
block.



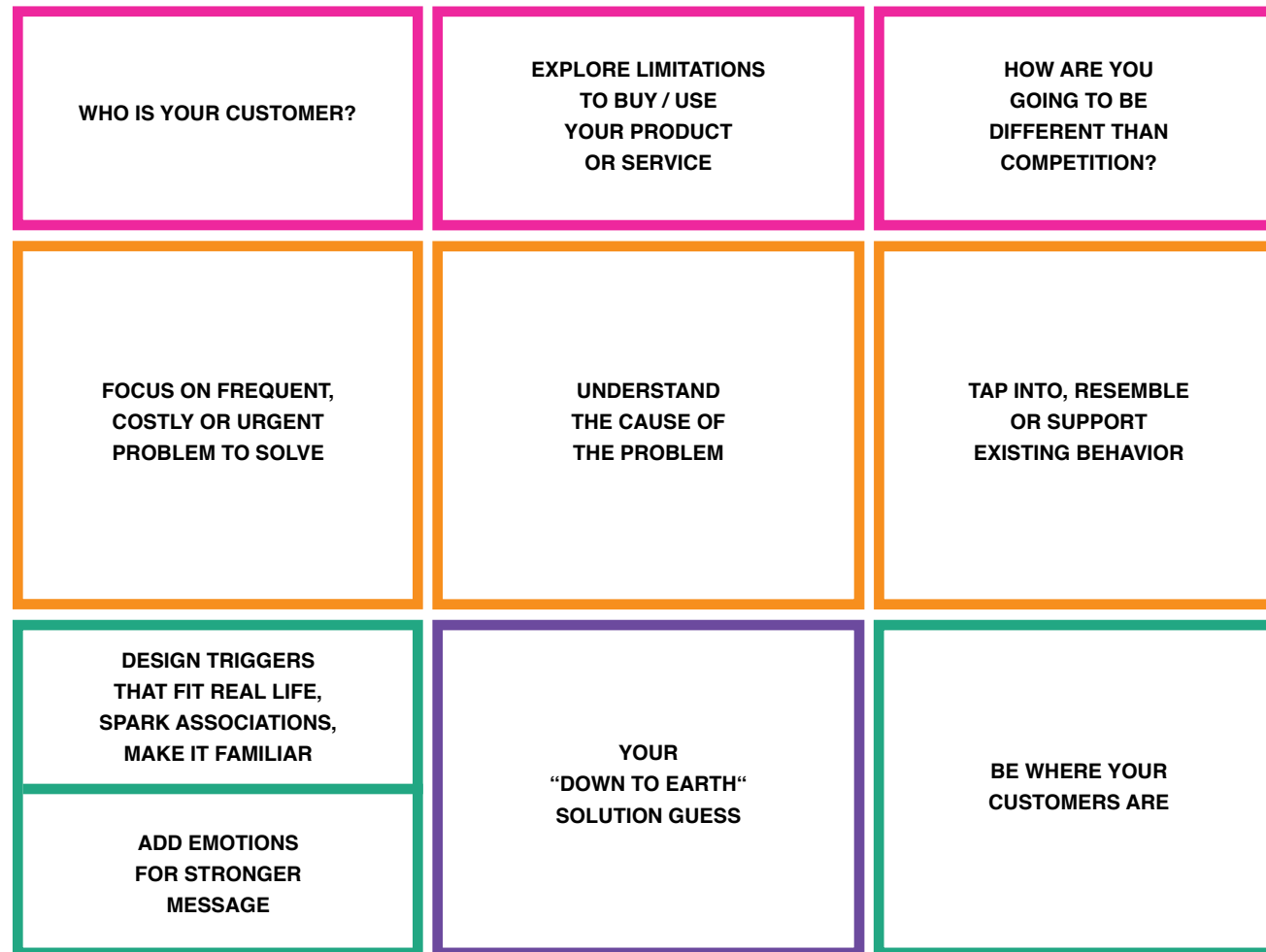
## YOUR SOLUTION GUESS

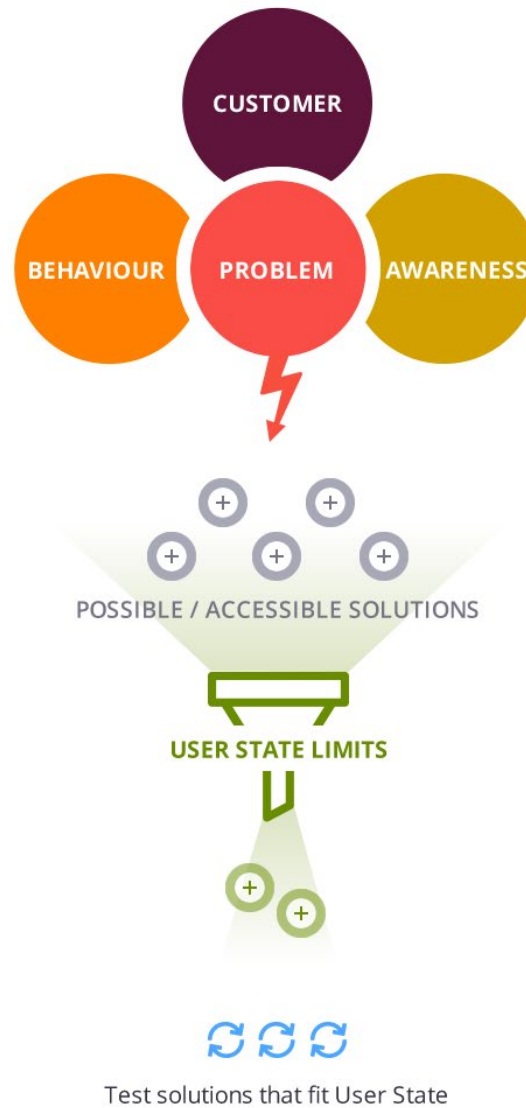
If you are trying to find a new solution to an existing problem, leave this block to fill in last, after you get a better overview of real life situation.

If you are working on existing solution (results are not good enough, exploring growth strategies, working on product improvement, etc.), fill in this block first, and then see whether this solution is still relevant after all the blocks are filled in.



## 0. Vision





PLEASE SHARE YOUR FEEDBACK:

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WHATSAPP IS OK :)