# Problem-Solution fit canvas 2.0

**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S) | CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

**Companies which struggles to maintain customer service**
**Customers who needs help regarding the products or some services**

### 6. CUSTOMER CONSTRAINTS | CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

**By waiting for company's response, customers have to wait for so long**
**For the customers, compnaies also have to spend much money**

### 5. AVAILABLE SOLUTIONS | AS

Which solutions are available to the customers 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

**Whenever customer have any queries about their products, they can easily connect with this automated chatbot and can get clear solution. This chatbot will provide solutions for their issues.**

**Explore AS, differentiate**

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**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 you address for your customers? There could be more than one; explore different sides.

**We will try to store frequent issues faced by the customers and add some technologies in the chatbot which will connect with customer's intereactively and will solve their problems**

### 9. PROBLEM ROOT CAUSE | RC

What is the real reason that this problem 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.

**Due to the increasing population, customers' quantity also increasing but if any issues arising at a time customer care can't interact with everyone and it will let customers wait for a long time until a person's issues get solved**

### 7. BEHAVIOUR | BE

What does your customer 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)

**Customer can simply send their issues as text and chatbot will connect & help them**

**Focus on J&P, tap into BE, understand RC**

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**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.

**If a customer see the effiiciency of a chatbot or once experienced with it, then they will started using it frequently whenever they need**

### 4. EMOTIONS: BEFORE / AFTER | EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

**Customers will definitely feel dissapointed if they aren't get correct reply from customer care. But chatbot will definitely fulfill their expectations**

### 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.

**Chatbot is a good solution for this issue**

### 8. CHANNELS of BEHAVIOUR | CH

**8.1 ONLINE**
What kind of actions do customers take online? Extract online channels from #7

**It is a online process(Automated chatbot)**

**8.2 OFFLINE**
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

**Extract online & offline CH of BE**

⭐ **AMALTAMA**