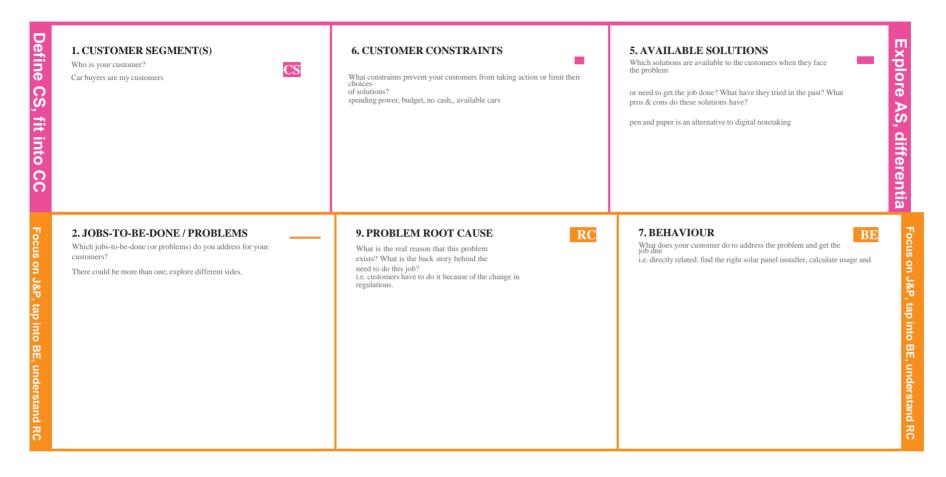
Project Design Phase-I - Solution Fit Template



3. TRIGGERS

What triggers customers to act? I seeing their neighbour buying cars, reading about a more efficient solution in the news.

TR

10. YOUR SOLUTION

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



8. CHANNELS of BEHAVIOUR

8.1 ONLINE



What kind of actions do customers take online? Extract online channels



4. EMOTIONS: BEFORE / AFTER



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.

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.

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