Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
1) Businesses managing fleets (e.g., logistics, ridesharing, rental services)
2) Government agencies monitoring public transportation
3) Companies tracking employee transport services
4) Individuals managing personal vehicles

6. CUSTOMER CONSTRAINTS — CC
1) Budget constraints for small businesses
2) Limited technical expertise for implementing a digital system
3) Resistance to transitioning from manual to automated systems
4) Compatibility issues with existing enterprise software

5. AVAILABLE SOLUTIONS — AS
1) Manual record-keeping using spreadsheets
2) GPS tracking devices with limited software integration
3) Standalone fleet management applications (not integrated into Salesforce)
4) Traditional paper logs for vehicle maintenance and compliance

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
1) Managing and storing driver and passenger details securely
2) Tracking vehicle location, usage, and maintenance
3) Ensuring compliance with transport regulations
4) Optimizing fleet efficiency and reducing operational costs
5) Monitoring fuel consumption and emissions

9. PROBLEM ROOT CAUSE — RC
1) Lack of an integrated platform to manage all aspects of vehicle and driver details .Inefficiency in manual data handling leading to increased operational costs
2) Inability to track vehicles in real-time, leading to potential security risks

7. BEHAVIOUR — BE
Using manual logs, spreadsheets, or standalone tracking systems Relying on third-party tracking solutions without centralized management. Hiring additional staff to manually track and manage vehicles

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

Identify strong TR & EM

3. TRIGGERS — TR
1) Compliance with government regulations
I2) Increased vehicle maintenance costs
3) Need for real-time tracking and reporting
4) Customer demand for improved transport services
5) Reducing operational inefficiencies

4. EMOTIONS: BEFORE / AFTER — EM
1) Before: Frustration due to inefficient tracking, compliance risks, and high operational costs
2) After: Confidence in automated vehicle management, reduced costs, and seamless operations

10. YOUR SOLUTION — SL
1) Driver & Passenger Management: Securely store personal details, licenses, and travel history
2) Vehicle Tracking & Maintenance: Monitor real-time location, fuel usage, and maintenance schedules
3) Compliance Management: Ensure regulatory adherence with automated alerts and documentation
4) Reporting & Analytics: Generate reports on vehicle efficiency, driver performance, and cost optimization
5) Integration with External APIs: Connect with GPS tracking, fuel monitoring, and insurance databases

8. CHANNELS of BEHAVIOUR — CH
1) Mobile apps for real-time vehicle tracking
2) Web-based dashboards for fleet monitoring
3) Cloud-based notifications for maintenance alerts

8.2 OFFLINE
1) Physical inspections and manual reporting
2) On-premise fleet management meetings
3) Compliance documentation submission

Extract online & offline CH of BE

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