Problem-Solution fit canvas 2.0

★ **AMALTAMA**

1. CUSTOMER SEGMENT(S) — CS

Everybody who wants to be get updated with the news incidents (sports, business, crime, etc) in the world.

Define CS, fit into CC

6. CUSTOMER CONSTRAINTS — C

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.

➢ Network connection
➢ Available application and websites

5. AVAILABLE — 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

Different apps and websites are available for gaining the news in the world.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?

➢ Time consumption
➢ Latest news updation
➢ Responsive news

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

9. PROBLEM ROOT CAUSE — R

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.

Customers have to know the news because for their personal benefits and also their friends and society.

7. BEHAVIOUR — B

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)

Find the right application or websites for the news in the world. Customers spends there busy time for the latest news incidents in the world.

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

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.

Seeing my friends getting updated with the latest and daily happenings around them and their locality.

Define CS, fit into CL

10. YOUR SOLUTION — SL

What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

Making a responsive website for which the news will be recommended based on the user's personal interest without any ads playing.

8.1 ONLINE CHANNELS — CH

What kind of actions do customers take online? Extract online channels from box #7 Behaviour

Gets online news from different website or application

Explore AS, differentiate

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.

➢ Angry
➢ Frustrated
➢ In control
➢ Decline it

8.2 OFFLINE CHANNELS — CH

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

Gets news from the daily newspaper and daily or weekly magzines.

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.