Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL | **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S) — CS

1. Retailers
2. Wholesalers
3. Business Man

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

1. Low budget
2. Simple and Understandable
3. User friendly

5. AVAILABLE SOLUTIONS — PROS & CONS — AS

1. Customer feedback
2. Counting products in stock
3. High demanded product information

Focus on PR, tap into BE, understand RC | **Focus on PR, tap into BE, understand RC**

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

1. Maintaining the ledger
2. Trust issue
3. Mismatching data

9. PROBLEM ROOT / CAUSE — RC

There is a huge project details in the stocks so the maintaining stock ledger is difficult

7. BEHAVIOR + ITS INTENSITY — BE

Feel work and stress-free to manage the stock pieces of information

Identify strong TR & EM | **Extract online & offline CH of BE**

3. TRIGGERS TO ACT — TR

Hearing about the web application through social media, neighbourhood retailers and friends

4. EMOTIONS — BEFORE / AFTER — EM

BEFORE: Difficult to maintain, Trust issue

AFTER: More profit, Best Analysis

10. YOUR SOLUTION — SL

1. Benefiting the retailers by scanning the product barcode and generating the invoice.
2. By collecting regular and customer details the high-demand will be identified.

8. CHANNELS of BEHAVIOR — CH

ONLINE

Check the stock information whenever needed.

OFFLINE

Add a new variety of product to the stock.