

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S)

Who is your customer?

CS

Specially designed for people who are all affected by covid-19

6. CUSTOMER

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

CC

User might get fear of getting their confidential loss

5. AVAILABLE SOLUTIONS

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

AS

Have to isolate them from other people, Always wear mask ,use sanitizer

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you

J&P

People who are affected by covid can't be able to differ taste, smell. Our application should be afford by everything

9. PROBLEM ROOT CAUSE

What is the real reason that this

RC

When they were with the people who are all affected by covid is the root cause for the problem

7. BEHAVIOUR

What does your customer do to address the i.e. directly related; find the right solar panel installer, calculate usage and benefits;

BE

A significant increase in feelings of functional impairment, boredom, stigma, worry, phobia Problem has been observed.

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR

By triggering the customer when watching the other affected people with normal people using our application

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

EM

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

It was really stressful for the customer while having covid and they are left alone

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 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.

SL

Aims at building an application that provides information about the containment zones of a particular region by continuously monitoring an individual's location. Location of the individual must be stored in the Database.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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

CH

User can get use of feedback and reviews from previous use or they can even add reviews for other use

8.2 OFFLINE

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

Define CS, fit into

on J&P, tap into BE, understand

Focus on TR & EM Identify strong TR & EM

Explore AS,

Focus on J&P, tap into BE, und

Extract online & offline CH of BE