Problem-Fit Solution

Problem-Solution fit canvas 2.0

	1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER **CC**	5. AVAILABLE SOLUTIONS **AS**	
Define CS, fit into	Who is your customer? 1) Customers who are not able to solve them Own complaints of what they are facing. 2) Customers who do not know the solution of their questions they get.	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. 1)This application will be supported by almost all the devices. 2)The solution we propose will have an alert via email feature, If expense exceed the given limit. 3) This solution also provides insights in a graphical way.	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 1)By reading the guidelines properly. 2)offer a solution and give options whenever possible. 3)Address to issue within the company. 4)By communicating properly	**Explore AS,**

	2. JOBS-TO-BE-DONE / PROBLEMS **J&P**	9. PROBLEM ROOT CAUSE **RC**	7. BEHAVIOUR **BE**	
Focus on J&P, tap into BE, understand	Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. 1)The application allow the customers to find the solution for their queries. 2)They will able to categorize their expenses. 3)They will be also given option for the general questions . 4)They also get the free solution where we provide our agents.	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. 1)Lot of customers don't know the guidelines for their problems. 2)Some customers have of lack of knowledge . 3)Not knowing the answer to a question. 4)not reading the guidelines properly	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) 1)Make sure he/she reads the guidelines properly. 2)Make sure they find a proper solution fot their queries.	**Focus on J&P, tap into BE, understand**

	3. TRIGGERS **TR**	10. YOUR SOLUTION **SL**	8. CHANNELS of BEHAVIOUR **CH**	
Identify strong TR & EM	What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. 1)Customers can know to solve their solutions.	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.	**8.1 ONLINE** What kind of actions do customers take online? Extract online channels from #7 1)All their data are secured and being updated to cloud storage	**Extract online & offline CH of BE**
	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. 1)Customers can get the from the help desk.	1)To design a personal help desk using flask. 2)To provide insights on their queries in a graphical way.	**8.2 OFFLINE** What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. 1)Make sure they find the best solutions for their complaints.	