Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S)

i.e. working parents of 0-5 y.o. kids

Who is your customer?

CS

6. CUSTOMER CONSTRAINTS

is intaking

What is the real reason that this problem exists?

What is the back story behind the need to do this job?

Un-diet plan

about food

i.e. customers have to do it because of the change in regulations.

What constraints prevent your customers from taking action or limit their choices

Customer does not have the all

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

the details about the foods he/she

• Does not have proper information

5. AVAILABLE SOLUTIONS

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

 Consulting with doctor for diet plans

AS, differentiate

into

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2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Fitness person who wants to

maintain proper and balanced diet

• Taking food without proper diet may cause obesity so consult with nutritionist

Getting motivation from healthy people could

• Before: initially they felt inferior complex by their

trigger the user to do healthy activity

own and underestimate themselves

• After: they feel more confidence

4. EMOTIONS: BEFORE / AFTER

9. PROBLEM ROOT CAUSE

RC

7. BEHAVIOUR

BE

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)

- Stick with diet plan
- Gather more information related to food

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

EM

10. YOUR SOLUTION

SL

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

- In our platform we provide information about all fruits and vegetables
- We promote organic food to stay healthy

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

 Refer online journals and attend online sessions

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

> Taking healthy fruits and vegetables, visit gym and do aerobic exercise

Extract online & offline CH of BE

Identify strong TR

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