# Problem-Solution fit canvas 2.0

**Define CS, fit into CC**

## 1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Government agent.

Traffic survillance system for scanning number plates.

Students for scanning notes.

## 6. CUSTOMER CONSTRAINTS — CC

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.

Used to traditional methods.

lack of technological knowledge.

## 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

Traditional systems of handwriting recognition rely on handcrafted feature and a large amount of prior knowledge.

**Explore AS, differentiate**

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

## 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.

People can struggle to read others handwritting.

The handwritten digits are not always of same size, width and orientation as they differ person to person thus a gemeral problem lies in classifying the digits.

Recognizing text from blurry image is also a problem.

## 9. PROBLEM ROOT CAUSE — RC

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.

The issue is there is a wide range of handwriting - Good and Bad which makes difficult for the users to recognize them.

The vehicles move so fast that it is difficult to recognize the digit on number plate.

## 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)

The users try to find a clear image and a neat handwritting to get better accuracy.

Users manually try to find the writen digits which may lead to incorrect information.

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

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**Identify strong TR & EM**

## 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.

Being stressed out by the repeated manual task.

## 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.

Stressed, Tired ----------->> Efficient, Satisfied.

## 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.

Build an easy to use application to recognize digits with a very good accuracy.

The application that can recognize all sort of images.

## 8. CHANNELS of BEHAVIOUR — CH

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

Users don't take any online action since they still follow traditional methods.

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

Users recognize digits manually based on what they see

**Extract online & offline CH of BE**