Problem-Solution fit canvas 2.0 Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

> Brazilian top retailer who contain large dataset of historical sales data is our customer.

6. CUSTOMER — 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.

> Prices, income, and government restrictions limit a consumer's ability to make purchases by determining the rate at which a consumer can trade one good for another.

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

> The customers will be looking forward for the different profitable resource person or company, at this time the cost won't be a huge facter they will be thinking that somehow the work should be completed at time.

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.

> It solves a big data which is stored in a Table format into to understandable visualization

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.

> As we get huge number of data in the form of rows and column by this we can't able to understand what the data says so that we can converting the problem into pictorial format.

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 user should have some technical knowledge related to the software being used by them to address their problem.

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.

> The time saving and more understandability makes the customer

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.

> If any of those occur, customers might call asking for replacements, refunds or troubleshooting advice.

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 behavior.

> The solution of my problem is IBM cognos Analytics this is most useful data vizualization tool used to extract transform and load data as per the requirement of the user/customer with various vizuslization charts.

8. CHANNELS of BEHAVIOUR — CH

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

> Discount seekers.
> Wandering customers.
> Impulse buyers.
> Need-based shoppers.
> Loyal customers.

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

> Bring your Social Media offline

★ AMALTAMA