Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

1) Is a person in need of assistance.
2) Having a hard time explaining the issue.
3) People who are stuck in the middle of the process.

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.

1) Spending time on explaining the issue.
2) Language Barriers.
3) Probability of getting the issue resolved.

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the problem

Search for online solutions in forums and

1) Calling Customer care agents.
2) Referring user Manuals.
3) Asking for expert's help.

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.

1) The application helps the customer to find a solution for the issue.
2) The issue will be prioritized based on their severity.
3) Customer can use attachments as well as voice chat for communication

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.

1) Customers don't know how to understand their issue.
2) Lack of knowledge in using the project.
3) Problem faced by using the service.

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done?

1) Reads the manual.
2) Take proper time in formulating the issue.
3) Seeking direct help from peers.

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.

1) Undesired feedback from the service.
2) Deadlines.

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.

Frustrated, Irritated > Satisfied , Contended.

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.

Resolving client issues using web app based on the pre-defined guidelines designed for specific problems and tracking of all the issues of the client and their status,

8. CHANNELS of BEHAVIOUR — CH

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

Search for online solutions in forums and report.

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

Ask for peers help or approach physical stores