Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. Retail Store Owners
2. Stock Suppliers

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.

1.Overstocking
2. Understocking
3.Demand and supply budget

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

1.Existing solution has more drawbacks like tracing the demand and supply of product is difficult
2.It is difficult to predict when a certain product will get rocket sales and when it will go down

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.Predicting the sales by understanding customer behaviour
2.Management the budget in terms of product which did not sale but there are more stocks available without moving
3.To provide better supply chain management.

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.Retail stock owner face difficulty in understanding customer behavior manually without help of technology
2.And because of rapid growth in products available it has become difficult to trace the demand and supply for various products

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)

1.They try the interface for overcoming the problem but existing models are complicated to use so they stop using it.
2.They can attend workshops to gain knowledge on inventory management

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.How to increase sales during seasonal festivals without any demand and supply problems.
2.Inspired by reading stock analysis and marketing strategies magazine.

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.Frustrated,Stressed,Confused,Anxious.
2.Empathy,Joy,Satisfied,Relaxed.

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.

1. Analyzing the sales in the previous year can help us known the ups and downs sales of the product.
2.By analyzing the frequency pattern and the items boughtt together to manage the inventory of those products.
3.To have another solution to keep the stocks sale in case of emergency situations.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Giving ads about how they provide service and giving ads like they have all products in stock when asked they'd never say that it is not available

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

By interacting personally with the surrounding customer the retail shop owner has and the regular customer he/she has

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