Problem-Solution fit

1. CUSTOMER SEGMENT[S] `CS`

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

Online Customers

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.

- Duplicate Websites
- Unaware of Websites
- Unreachable Scam Websites

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

- ✓ Existing web phishing detection websites
- ✓ Word of Mouth
- ✓ News coverage

Social Media

Define CS, fit into CC

Explore AS, differentiate

2. JOBS-TO-BE-DONE/PROBLEMS

- ✓ Confirmation of Websites
- ✓ Prevention of scams

9. PROBLEM ROOT CAUSE

- ✓ Greedy Hackers
- ✓ Customers Lack of awareness

7. BEHAVIOUR `RC`

What does your customer do to address the problem and get the job done?

- ✓ Knowing about Websites
- ✓ Websites Helpline
- ✓ Communicating with Cyber Security
- ✓ Report Site

8. CHANNELS OF BEHAVIOUR

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.

-Banking scams

- ✓ Learning E-Banking Scam
  Social Media
  Experiences

4. `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.

- ✓ Insecure > Secure
- ✓ Suspicious > Trustw

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.

Verify E-Banking Websites

8.1 ONLINE `CH`

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

- ✓ Search Sites
- ✓ Report Sites

8.2 OFFLINE

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

- ✓ File Compline
- ✓ Connect Cyber Security

Identify strong TR & EM

Extract online & offline CH of BE