

# Problem-Solution fit canvas 2.0

Define CS, fit into	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer?</p> <p>1) Customers who are not able to solve them Own complaints of what they are facing. 2) Customers who do not know the solution of their questions they get.</p>	<p><b>6. CUSTOMER</b> <span>CC</span></p> <p>What constraints prevent your customers from <u>taking action</u> or limit their choices of solutions? <u>ie</u>, spending power, budget, no-cash, network connection, available devices.</p> <p>1) This application will be supported by almost all the devices. 2) The solution we propose will have an alert via email feature, <u>if</u> expense exceed the given limit. 3) This solution also provides insights in a graphical way.</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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 &amp; cons do these solutions have? <u>ie</u>, pen and paper is an alternative to digital notetaking</p> <p>1) By reading the guidelines properly. 2) offer a solution and give options whenever possible. 3) Address to issue within the company. 4) By communicating properly</p>	Explore AS,
	Focus on J&P, tap into BE, understand	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which job-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>1) The application <u>allow</u> the customers to find the solution for their queries. 2) They <u>will</u> able to categorize their expenses. 3) They will be also given option for the general <u>questions</u>. 4) They also get the free solution where we provide our agents.</p>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? <u>ie</u>, customers have to do it because of the change in regulations.</p> <p>1) Lot of customers don't know the guidelines for their problems. 2) Some customers have of lack of <u>knowledge</u>. 3) Not knowing the answer to a question. 4) not reading the guidelines properly</p>	
Identify strong TR & EM		<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? <u>ie</u>, seeing their <u>neighbour</u> installing solar panels, reading about a more efficient solution in the news.</p> <p>1) Customers can know to solve their solutions.</p> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards? <u>ie</u>, lost, insecure -&gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>1) Customers can get the from the help desk.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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 <u>behaviour</u>.</p> <p>1) To design a personal help desk using flask. 2) To provide insights on their queries in a graphical way.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE:</b> What kind of actions do customers take online? Extract online channels from #7</p> <p>1) All their data are secured and being updated to cloud storage</p> <p><b>8.2 OFFLINE:</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>1) Make sure they find the best solutions for their complaints.</p>