

Problem-Solution fit

	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS CC <small>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</small>	5. AVAILABLE SOLUTIONS AS <small>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 note-taking</small>
Define CS, fit into CC	Postal Services Traffic Surveillance Personnel	Used to traditional methods Lack of Technological Knowledge	Manually recognize the digits
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE RC <small>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.</small>	7. BEHAVIOUR BE <small>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)</small>
Focus on J&P, tap into BE, understand RC	Recognize digits from handwritings Recognize digits even in a blurry image with too many items in it	People have different handwritings which makes it difficult for user to recognize the digits written Vehicles moves really fast which makes it difficult to quickly recognize vehicle plate number	Users ignore the vehicle plate number that couldn't be recognized easily Users manually try to find he written digit which may lead to incorrect postal address
	3. TRIGGERS TR <small>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION SL <small>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour: use Triggers, Channels & Emotions for marketing and communication.</small>	8.1 ONLINE CHANNELS CH <small>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</small>
Define CS, fit into CL	Being stressed out by the repeated manual task 4. EMOTIONS: BEFORE / AFTER EM <small>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.</small> Stressed, Tired ———> Efficient, Enegetic	Build an easy-to-use application to recognize digits. The application must run on all platforms The application must recognize digits from all sorts of images.	Users don't take any online actions since they still follow traditional methods 8.2 OFFLINE CHANNELS CH <small>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</small> Users recognize digits manually based on what they see
			Explore AS, differentiate