

Problem-Solution Fit canvas

Purpose / Vision

Version:

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|---|---|--|---|-------------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS Senior citizens, Working Professionals | 6. CUSTOMER LIMITATIONS CL <small>EG, BUDGET, DEVICES</small> Security, Network Connection | 5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> App for ticket booking | Explore AS Initiate |
| | 2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Ticket Booking becomes easy | 9. PROBLEM ROOT / CAUSE RC People can't wait to book ticket for so long time. | 7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Know how to use the app or scan using QR. | |
| Focus on PR, tap into BE, understand RC | 3. TRIGGERS TO ACT TR Advertisements, Promotions | 10. YOUR SOLUTION SL QR scanner for ticket booking, checking makes it easy | 8. CHANNELS of BEHAVIOR CH <small>ONLINE</small> Website activities | Extract online & offline into BE |
| | 4. EMOTIONS EM <small>BEFORE / AFTER</small> After this solution, saving time and easy booking of ticket | | <small>OFFLINE</small> Usage of ticket after download | |