Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

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

1. A CONSUMER IS A CHILD PARENT THEY NEED TO MONITOR THEIR CHILD FROM KIDNPPING THEY NEED SOME SAFETY MEASURES.
2. A CONSUMER IS A CHILD SAFETY OFFICER THEY WANT TO FIND THE MISSING CHILD

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. EASILY ACCESSABLE IN ANYWHERE
2. BUDGET IS AFFORTABLE.
3. MEMORY CONSUMPTION IS MORE .
4. AUTOMATIC NOTIFICATION SENDS
5. MIGRATION GADGETS –LIKE DESIGN TO STYLISH– WEARS
6. CLARITY ON USECASES AND FUNCTIONALITY .

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

I. IT WILL BE MORE HELPFULL FOR THE CUSTOMER AND THEIR PREFERENCE .
2. UNDERSTANDING THE CUSTOMER EXPECTATION.
3. PROS:
   QUICK ACCESS TO NOTIFICATION AND SEND MESSAGES.
   NAVIGATION AND PERSONALIZED INFORMATION.
4. CONS:
   LIMITED BATTERY LIFE AND INACCURATE DATA.
   VERY SMALL SCREEN GETS OUTDATED EASILY.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

JOBS TO BE DONE :
1. WARNING MESSAGE HAS TO BE SEND TO PARENTS MOBILE
2. ALTERT NOTIFICATION AND PIE CAMERA ON IMMEDIATELY
3. APPS CAN BE INSTALLED .
PROBLEMS:
1. BATTERY DRAIN- SMARTWATCH BATTERIES TEND TO DRAIN
2. SKETCHY VOICE CONTROL – YOUR WATCH REFUSES TO LISTEN TO YOU
3. TOUCH SCREEN PROBLEMS – SOME SMART WATCH USERS EXPERIENCE TOUCHSCREEN PROBLEM AFTER DROPPING THEIR WATCH OR EXPOSING IT TO WATER

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. ANALYZING AND GIVING SOLUTION .
2. THE MOST COMMON PROBLEM IN ROOT CAUSE IS USING DIGITAL AND SMART PRODUCTS, EVEN THEIR BEST TYPES AND BRANDS,SUCH AS APPLE WATCH OR ANDROID WATCH

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. IDENTIFY THE ISSUES .
2. EVALUATE THE PROBLEM
3. UNDERSTAND THE PROBLEM AND FIND THE OTHER ALTERNATE SOLUTION .
4. AGREE ON CONTINGENCEIES .

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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. THROUGH ADVERSTISEMENT CUSTOMERS TRIGGER TO BUY THE SMART WATCH.
2. THROUGH SOCIAL MEDIA AND TECHNOLOGIES WE CAN SELL IT.

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. A PARENTS MAY GET RELEIFS ABOUT THEIR CHILD WHILE USING SMARTWATCH.THROUGH THIS THEY CAN GET ANY INFORMATION
2. IT IS VERY USEFULL.
3. EASY TO ACCESS IN ANYWHERE .

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. BATTERY DRAINING HAS TO BE REDUCED BY USING SOLAR PANNEKS INSIDE THE WATCH .
2. TOUCHSCREEN PROBLEM CAN BE MODIFIED BY USING WATERPROOFS .
3. SKETCHY VOICE CONTROL CAN BE MODIFIED TO IN YOUR WATCH AND TRY TO ENABLE IT TO HEAR THE VOICE CONTROL .

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

1. THROUGH SMART WATCH,THE PARENTS CAN EASILY GET THE LOCATION OF CHILD IN ONLINE .
2. GEO-FENCING TECHNIQUES IS MORE USEFULL TO TRACK

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

1. THROUGH OFFLINE ,THE PARENTS CAN GET THE LAST LOCATION OF THE CHILD AND THEY CAN ABLE TO TRACK THE CHILD .
2. GEO-FENCING SENDS MESSAGE IN OFFLINE MODE OF TRANSCATION.

Extract online & offline CH of BE

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