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 of fashion is a person that buys clothing or fashion accessories for personal use or as a gift for others.
2. For kids - The choice of clothes must be durable and not to tight.As children love to run,play.Being soft ,cotton is highly breathable.kids don't feel discomfort from wearing cotton dresses for hours.

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. Opening time.
2. Closing time.
3. Priority.
   - Low-priority level of 20.
   - High-priority level of 80.
   - Average-priority level of 50.
   - Urgent-priority level of 100.
4. Visit duration.
5. Minimum spacing.

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

1. Ask for the customer's needs and preferences,Offer a solution.
2. Understanding Customer Expectations.
3. Pros:
   - Customer increased.
   - Profit increased.
   - Giving jobs to the unemployee.
4. Cons:
   - Company facing economic crisis.
   - If the company products are not good, the company will go down at the marketing level.

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. Fashion designing & Textile designing.
2. Pattern cutting & Fashion marketing.

Problems:
1. Environmental & social impact of fashion -The fashion industry cause pollution from rawmaterials extraction to manufacturing to distribution as well as disposal.

2. Distribution - The fragmented network of manufactures, suppliers,retailers & consumers ,a lot of inefficiency results on products being delivered to the market late.

3. Copycats & products counter feiting - when looking for growth and expansion opportunities in international markets.

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 mistake people make when looking for the root cause of a problem is to assume that human errors or equipment failures they have identified are the root cause of the real problem.

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. Understand everyone's interests.
3. Evaluate the options.
4. Agree on contingencies.
5. Monitoring, and evaluation

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 advertisements customers are trigger in fashion.
2. Fashion trends are influenced by several factors including cinema,celebrities,climate,designs,innovations,social and technological.

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 customer wants to feel Surprise immediately when he or she experiences customer service that is extraordinary in a positive way.
2. Useful products.
3. Talk about a range of elements ,including customer service.

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. Environmental & social impact of fashion - Use alternative sustainable materials that are less harmful for the environment.
2. Distributions - Track important information like delivery dates,order, everything stays on schedule.
3. Copycats & product counter feiting - Stop people from buying counterfeit products by encouraging them to buy authentic items.

8. CHANNELS of BEHAVIOUR — CH

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

1. They shop around searching multiple sites or stores trying to find the best price ,and will always base their buying decisions on how much they can save.

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

1. The buying behaviour of the ultimate consumer who prefers to visit traditional stores or contact salesman .The number of varieties are limited,Returning product is easy.

Extract online & offline CH of BE

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