

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 3-5 yrs. kids	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action to find their solution? i.e. spending power, budget, no cash, network connections, available devices	5. AVAILABLE SOLUTIONS 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
2. JOBS-TO-BE-DONE / PROBLEMS What jobs/problems (or problems) do you address for your customers? There could be more than one explicit different jobs.	9. PROBLEM ROOT CAUSE What is the real reason that this problem occurs? 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	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right online portal, contact, website usage and benefits indirectly associated: customer spend time on researching work (i.e. time pressure)
3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news	10. YOUR SOLUTION If you are working on an existing business, write down your current solution (or, if in the market, 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 customer limitations, solves a problem and matches customer behaviour.	8. CHANNELS of BEHAVIOUR 9.3 ONLINE What kind of website do customers like online? Extract online channels from 8.7
4. EMOTIONS: BEFORE / AFTER: How do customers feel when they face a problem as a job and afterwards? i.e. feel insecure & inefficient, frustrated – use it in your communication strategy & design		9.3 OFFLINE What kind of website do customers like offline? Extract offline channels from 8.7 and use them for customer development

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>