

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Senior citizens, Working professionals	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL Security, Network Connection	5. AVAILABLE SOLUTIONS PROS & CONS AS App for ticket booking
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Ticket Booking becomes easy	9. PROBLEM ROOT / CAUSE RC People can't wait to book ticket for so long	7. BEHAVIOR + ITS INTENSITY BE 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 ONLINE Website activities
	4. EMOTIONS BEFORE / AFTER EM After this solution, saving time and easy booking of tickets		OFFLINE Usage of ticket after download
Identify strong TR & EM			Extract online & offline into BE