Project Design Phase-I Solution Fit Template

AS

BE

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

Identify

strong

TR &

Define

CS

1. CUSTOMER SEGMENT(S)

Who is your customer? i.e., working parents of 0-5 you. kids

Buying by customer paying for anything online using e-banking.

6. CUSTOMER CONSTRAINTS

CS

TR

EM

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

The client is uncertain about the website's If it is genuine or not, they can share their personal information

5. AVAILABLE SOLUTIONS

CC

RC

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 are an alternative to digital notetaking

websites that may be used to confirm the website's reliability.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Inform the users of the risks associated with their info is stolen from websites.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this b? i.e., customers have to do it because of the change in regulations.

The sale of stolen data to purchasers who If found, they could utilize it for harmful purposes. if the user's entire identity is taken, the password will a theft.

7. BEHAVIOUR

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)

Customers utilize a website for phishing detection in in order to safeguard against utilizing bogus websites those websites informational details

3. TRIGGERS

What triggers customers to act? i.e., seeing their neighbor installing solar panels, reading about a more ef?cient solution in the news.

Information leakage will alarm the client since they might be abused.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > con?dent, in control - use it in your communication strategy & design.

Previously, anxiety of losing our personal information and following, a sense of security and assurance in creating online purchases.

10. YOUR SOLUTION

If you are working on an existing business, write down your current solution ?rst, ?II in the canvas, and check how much it ?ts reality.

If you are working on a new business proposition, then keep it blank until you ?II in the canvas and come up with a solution that ?ts within customer limitations, solves a problem and matches customer behavior.

The usage of a browser extension will allow users to the extension operating on the internet background information, informing the user of the website's veracity

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

SL

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

Learn about the many kinds of Phishing scams

8.2 OFFLINE

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

Ask cyber security analysts for advice.

