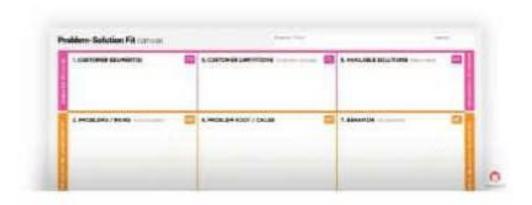# The Problem-Solution Fit canvas.

Translate problems into solutions that will be adopted.

The Problem-Solution Fit canvas is based on the principles of Lean Startup, LUM (Lazy User Model) and User Experience design. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why. It is a template to help identify solutions

Problem-Solution Fit canvas

It helps you to:

- 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.

The structure.

	8. Vision	
1. CUSTOMER SEGMENT(S)	**6.** CUSTOMER LIMITATIONS	**5.** AVAILABLE SOLUTIONS
2. PROBLEMS / PAINS + frequency	**9.** ROOT / CAUSE of Problem	**7.** BEHAVIOR + its intensity
3. TRIGGERS TO ACT	**10.** YOUR SOLUTION	**8.** CHANNELS OF BEHAVIOR online + offline
4. EMOTIONS before & after		

1. **Customer State fit:** to make sure you understand your target group, their limitations and their currently available solutions, against which you are going to compete.

2. **Problem-Behavior fit:** to help you filter out the noise and identify the most urgent and frequent problems, understand the real reasons behind them and see which behavior supports it. Is this behavior weak or infrequent — is it a problem worth solving?

3. **Communication-Channel fit:** to help you sharpen your communication with strong triggers, emotional messaging and reaching customers via the right channels.

1. Customer state fit.

1. CUSTOMER SEGMENT(S)	6. CUSTOMER STATE LIMITATIONS	5. AVAILABLE SOLUTIONS
2. PROBLEMS / PAINS + frequency	9. ROOT / CAUSE of every problem	7. BEHAVIOR + its intervals
3. TRIGGERS TO ACT	10. YOUR SOLUTION	8. CHANNELS OF BEHAVIOR
4. EMOTIONS		

The goal: to help you understand your target group, their limitations and their available solutions, against which you are going to compete.

2. Problem - Behavior fit

The goal: to help you filter out the noise and identify the most urgent and frequent problems, and understand the real reasons behind them and the behavior that supports them, *i.e. Is this behavior, weak, infrequent, not intense enough? Is this a problem worth solving?*

3. Communication - Channel fit

1. CUSTOMER SEGMENTS	6. CUSTOMER STATE LIMITATIONS	5. AVAILABLE SOLUTIONS
2. PROBLEMS / PAINS + frequency	9. ROOT / CAUSE of every problem	7. BEHAVIOR + its severity
3. TRIGGERS TO ACT	10. YOUR SOLUTION	8. CHANNELS OF BEHAVIOR online + offline
4. EMOTIONS before & after		

The goal: to help you sharpen your communication with strong triggers, emotional messaging and reaching your customers via the right channels.

4. Solution guess / Problem - Solution fit

The goal: to match gathered data to the best solution that fits into customer behavior and constraints.