Problem and related behavior

Which problem do you solve for your customer? How often does this problem occur? There could be more than one, explore it.

What is the cause of every problem from the list?

What does your customer do about the problem (around / directly or indirectly related to)?

How often does this related behavior happen?

1. CUSTOMER SEGMENT(S)	6. CUSTOMER STATE LIMITATIONS	5. AVAILABLE SOLUTIONS

Where online does this behaviour happen? Extract online and offline channels from Behavior block.

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

04. PROBLEM-SOLUTION FIT

Your solution

If you are trying to find a new solution to an existing problem, fill in this block after you get a better overview of the real situation.

When you are working on an existing solution (exploring growth strategies, problem with activation or solution adoption etc.), fill in this block first, and then see whether your solution is still relevant after all the blocks are filled in.

Try to spot patterns and repeated keywords by listing problems and behavior, related to it. For higher chances of solution adoption think of possible solutions that fit the user state limitations,
take the best from alternative solutions, resemble natural triggers and tap into existing customer behaviour. In short, you design a solution that is useful, understandable and

After giving it a first try you will likely realise that you were focusing on a different, less urgent / frequent problem, or you will recognise the real cause of the situation. Extract repeated
keywords (mediums, devices, situations), frequent behavior and emotions. That's your cheat sheet.

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With love to problem solving...

"My goal was to create a tool that will translate a problem into solution in a simple way, taking into account customer behavior and the context around it. I felt that none of the existing canvases or frameworks were giving me an overview and insight into real customer situation during his/her decision-making process. With this template you will be able to take important information into consideration at an earlier stage and look at problem solving in depth. This increases your chances of finding Problem-Solution fit, Product-Market fit.

Problem-Solution canvas is a tool for entrepreneurs, marketers and corporate innovators, which helps them identify solutions with higher chances for solution adoption, reduce time spent on solution testing and get a better overview of current situation. Such data is typically discovered "on

Is this canvas useful for marketers and growth hackers?

Absolutely. It's proven to be very useful for marketers and growth hackers, since it supports you in:

• Finding and tuning your message;

• Visual communication (based on what is familiar to your customers);

• Product differentiation, i.e. see how your offer is different from others.

If for instance you review your offering, you might spot that the market is changing, and therefore, your value proposition needs to change. In fact, your value proposition can never be static. It should be adjusted to the new continuously changing customer situation, and this is exactly where this template would be of great help.

If we already have a running business, would it still be useful for us to work with this canvas?

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