

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
eg. working parents of 0-5 y.o. kids

Who are unable to solve their own complaints & who do not know their solution

6. CUSTOMER LIMITATIONS CL EG. BUDGET, DEVICES

What limits your customers to act when problem occurs?
Spending power, budget, no cash in the pocket? Network connection?
Available devices?

Application supported by all devices
Alerting via email is also a part of this.
A graphical representation also provided.

5. AVAILABLE SOLUTIONS AS PLUSES & MINUSES

Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?

1. Reading guidelines
2. Offering solutions and guidance
3. Proper communication.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

Which problem do you solve for your customer?
There could be more than one, explore different sides.
eg. existing solar solutions for private houses are not considered a good investment (1).

How often does this problem occur?

- The application allow the customer to find the solution for their queries.
- They can categorise their expenses.
- Post general questions
- Free solutions

9. PROBLEM ROOT / CAUSE RC

What is the root of every problem from the list?
eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).

- Lot of them are unaware of problems
- Lack of knowledge
- Unable to find solution
- Not understanding the guidelines

7. BEHAVIOR + ITS INTENSITY BE

What does your customer do about / around / directly or indirectly related to the problem?
eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2).
indirectly related: volunteering work (Greenpeace etc)

How often does this related behavior happen?

Make sure they read the guidelines properly and they find a appropriate solution.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

What triggers customer to act?
eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)

Customers can solve their own problems

4. EMOTIONS EM BEFORE / AFTER

Which emotions do people feel before/after this problem is solved?
Use it in your communication strategy.
eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)

They can get help from help desk anytime

10. YOUR SOLUTION SL

If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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 within customer limitations, solves a problem and matches customer behaviour .

1. Design help desk using flask
2. Represent the insights in graphical way

8. CHANNELS of BEHAVIOR CH

ONLINE
Extract channels from Behavior block

Data is secured and updated to cloud

OFFLINE
Extract channels from Behavior block and use for customer development

Make sure they find best solutions

Extract online & offline CH of BE