## **Problem-Solution Fit**

1. CUSTOMER SEGMENT(S) Those who seek jobs		6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES  What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?	5. AVAILABLE SOLUTIONS PLUSES & MINUSES  Pluses & minuses	
2. PROBLEMS / PAINS + ITS FREQUENCY  existing solar solutions for private houses are not considereda good investment.   Output  Description:	PR	9. PROBLEM ROOT / CAUSE  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.	7. BEHAVIOR + ITS INTENSITY  . directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100%. green provider indirectly related: volunteering work (Greenpeace etc)  How often does this related behavior. happen?	
3. TRIGGERS TO ACT . seeing their neighbor installing solar panels, reading about innovative, more beautiful and efficient solution  4. EMOTIONS BEFORE / AFTER frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)	TR EM	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.	8. CHANNELS of BEHAVIOR ONLINE Extract channels from Behavior block  OFFLINE Extract channels from Behavior block and use for customer development	