Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- PERSONS WORKING IN HAZARDOUS AREA IN INDUSTRIAL PLANTS
- THE ADMINS OF THE INDUSTRIAL PLANTS

6. CUSTOMER CONSTRAINTS — CC

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.

- BUDGET LIMIT; LACK OF TIME
- WORKERS &INDUSTRIAL PLANT SAFETY
- ACCURACY ;SPEED ; RELIABILITY

5. AVAILABLE SOLUTIONS — AS

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 is an alternative to digital notetaking

- HAZARDOUS AREA MONITORING USING EMBEDDED SYSTEMS
- CONDITION MONITORING OF INDUSTRIAL HAZARDOUS AREA
- HAZARDOUS AREA MONITORING BASED ON WIRELESS SENSOR NETWORK

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

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

- EARLY WARNING MESSAGE
- CONTINUOUS MONITORING OF HAZARDOUS AREA
- RELIABLE COMMUNICATION BETWEEN WORKERS AND FIXED BASE STATION

9. PROBLEM ROOT CAUSE — RC

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

- HIGH TEMPERATURE
- COMBUSTIBLE GASES
- FUEL STORAGE TANKS IN THE OIL AND GAS INDUSTRY

7. BEHAVIOUR — BE

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)

- INSTALL THE RIGHT INDUSTRIAL MONITORING SYSTEM
- LIST THE PROS AND CONS
- WEB SEARCH

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

Identify strong TR & EM

3. TRIGGERS — TR

What tri… act? …ghbou…
solar pa… a mo… in th…

- *Seeing most of the industrial plants installed*
- *Reading about a more efficient solution in articles*
- *Asks the experts*

4. EMOTIONS: BEFORE / AFTER — EM

How do … en they… a job…
i.e. lost, … nt, in c… …r cor… …gy & design.

- *anxious*
- *curious*
- *confused*

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits 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.

- HAZARDOUS AREA MONITORING USING IOT
- BEACON SCANNERS FOR TEMPERATURE INDICATION
- RECEIVE ALERTS TO THE MOBILE THROUGH SMS

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

What kind of a… …s take online?

- *Develop the web applications*
- *python script*

…nels from #7

8.2 OFFLINE

What kind of acti… take offline? E…
and use them fo… …ment.

- *Distribute smart wearable devices for workers*
- *Integrate the hazardous area with smart beacon devices*

…nels from #7

Extract online & offline CH of BE

AMALTAMA