

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> The customer is Government and banking sectors.	6. CUSTOMER CONSTRAINTS CC <small>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.</small> The customer lacks information about threat agent. Cost will be high for actions.	5. AVAILABLE SOLUTIONS AS <small>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.</small> Creating a software to prevent and identify phishing attacks.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> Stealing their private data and make advantageous of them. Company's trust is broken if private data of customers are leaked.	9. PROBLEM ROOT CAUSE RC <small>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.</small> Threat agents who cause this problem. Customers data should be prevented from threat agents.	7. BEHAVIOUR BE <small>What does your customer do to address the problem and get the job done? i.e. directly related: had the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> Complain in the software application which will be build and recovering their data.	
Identify strong TR & EM	3. TRIGGERS TR <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> Spreading awareness	10. YOUR SOLUTION SL <small>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.</small> Building a software as a service that will detect the attacks on the data.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> Software or web application	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small> Happy that they recovered their data	8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> offline banking service		



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