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

- The Marketing teams
- Online sales companies
- Advertisers

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.

- Good profit in the existing method for sales.
- Hesitate to update people's need
- Unable to forecast

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

- People's need is appropriately analyzed with their previous shopping
- Sales data is analyzed for particular regions.
- Not considering the forecast of the product sales

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.

- Lack of dataset knowledge
- Identify the forecast sales
- Preparing the dataset

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.

- Change in people's need at the particular season, region, etc.
- Evolution of new products and technologies.

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)

- Advertising the unnecessary products
- Providing outdated products to the people.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customer... their neigh... solar panels, reading ab... olution in...

- Less profit in the offline sales
- Profit of the other online sales company

4. EMOTIONS: BEFORE / AFTER EM

Ho... when... i.e. ...ident,... m or a jo... n your co... gy & design.

- Fear of having less knowledge about the people's need
- Buying the stocks without confidence
- Confidently the stocks are bought and having good knowledge of people's need

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.

- Visualizing the people's need in the region wise, season wise etc. And forecasting the sales of product which provide good profit.
- Forecasting the sales with the previous sales data.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take or... #7

- They can search the peoples need according to the place/festival/ seasons to buy the relevant stocks.

8.2 OFFLINE
What kin... ...ffline? ... and use...

- Selling the having products. And not providing proper service.
- They can only sell the product to the particular area customers.

Extract online & offline CH of BE

AMALTAMA