Problem-Solution fit canvas 2.0

DefineCS,fitintoCC

1.CUSTOMERSEGMENT(S) — CS

What limit your customer from acting when a problem occurs

6.CUSTOMERCONSTRAINTS — CC

State your vision,customer segment,user experience design,decision making process

5.AVAILABLESOLUTIONS — AS

Your solution might become different over time,ever changing market lamdscape

ExploreAS,differentiate

FocusonJ&P,tapintoBE,understandRC

2.JOBS-TO-BE-DONE/PROBLEMS — J&P

Finding problem solution and product market fit,slove complex problem

9.PROBLEMROOTCAUSE — RC

Increase touch point with your company by finding the right problem behavior fit

7.BEHAVIOUR — BE

Help you to understand your target group,their limitation and their available solution against which your going to complete,spending power,network connection,available device

FocusonJ&P,tapintoBE,understandRC

IdentifystrongTR&EM

3.TRIGGERS — TR

Which emotion do people feel before/after this problem is resolved

10.YOURSOLUTION — SL

Your solution might become different over time but your vision should stay the same occurring problem increases touch points with customer

8. CHANNELSofBEHAVIOUR

To help you sharpen your communication with strong trigger

4.EMOTIONS:BEFORE/AFTER — EM

Understanding the real reason behind them and the behavior
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8.2OFFLINE
Emotional messeing and reaching customer viya the right channel

Extract online &offline CH ofBE

AMALTAMA