

# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <p>Senior citizens, Working Professionals</p>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <p>Security, Network Connection</p>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; CONS</small> <p>App for ticket booking</p>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> + ITS FREQUENCY <span>PR</span> <p>Ticket Booking becomes easy</p>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <p>People can't wait to book ticket for so long time.</p>	<b>7. BEHAVIOR</b> + ITS INTENSITY <span>BE</span> <p>Know how to use the app or scan using QR.</p>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <p>Advertisements, Promotions</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>QR scanner for ticket booking, checking makes it easy</p>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <small>ONLINE</small> <p>Website activities</p>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> <p>After this solution, saving time and easy booking of ticket</p>		<small>OFFLINE</small> <p>Usage of ticket after download</p>	