

Problem-Solution fit canvas 2.0

Purpose/Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents 00-5y.o. kids

The growing growth in Road Safety on Asia Pacific is attributed to the rising investment in the region as well as the increased adoption of IoT automation technology.

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action on it in their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Never use a mobile phone while driving and to aware to follow the sign and signals during driving.

CC

5. AVAILABLE SOLUTIONS

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 note taking

*Follow the Road Sign while driving.
*Drive in the prescribed speed limits on the various Roads.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE/PROBLEMS

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

*Provide a Various Road Signs.
*The sign of road safety knowledge and best practices from youth initiatives are not

J&P

9. PROBLEM ROOT CAUSE

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

*Speeding and overtaking on the wrong side.
*Ignorance of signs and rules the major root and the cause of accident.

RC

7. BEHAVIOUR

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: customer spend free time on volunteering work (i.e. Greenpeace)

*Don't use Mobile Phone while driving.
*Wearing Seat Belts
*Don't drink and drive under the influence of drugs.

BE

Focus on BE, fit into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news

Keep a check on speeding vehicles and making the use of seat belts for rear passengers mandatory.

TR

4. EMOTIONS: BEFORE/AFTER

How do customers feel when they face a problem for a job and afterwards?
i.e. lost, insecure > confident, in control - use in your communication strategy & design

Stress, fear, anxiety and other emotional states of mind can and will impair your driving ability.

EM

10. YOUR SOLUTION

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 with customer limitations, solves a problem and matches customer behaviour.

*Variable Message Signs
*To fix the speed indication display.

SL

8. CHANNELS OF BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Web app through which you can enter the data of the road & the data is retrieved & displayed on the sign boards accordingly.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

It proposes a system which has digital sign boards on which the signs can be changed dynamically.

CH

Extract online & offline CH of BE



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