


Problem-Solution fit canvas 2.0



	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	
Define CS, fit into CC	<div>Internet users between the age of 18 and 25</div> <div>Individual who handle sensitive data and online transactions</div>	<div>Lack of phishing awareness</div> <div>Lack of budget to improve the security system</div>	<div>Change the passwords on all accounts that use the same credentials</div> <div>Scan network for malware, Adjust spam filter, Take a backup and update the software</div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div></div>	
Focus on J&P, tap into BE, understand RC	<div>Help to identify between fake and original websites</div> <div>Prevent the user from giving out information to unauthorized source</div> <div>Make individuals aware of phishing websites</div>	<div>Low security configurations and poor authentication</div> <div>Customer have to do it to prevent from losing sensitive data and money</div>	<div>Configure security plan with Anti-spam and Anti-malware and ensure systems are up to date</div> <div>Report the phishing incident to cyber cell, turn off internet, scan the whole device to clear the virus</div>	Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	
Define CS, fit into CL	<div>When a user is tricked into clicking a bad link</div>	<div>Allows the customer to check whether the attachment or the link received is legitimate in a more user-friendly manner</div>	<div>Get anti-phishing add-ons and don't be tempted by those pop-ups</div> <div>Delete the email which are suspicious without opening it</div>	Explore AS, differentiate
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div>		<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div></div>	
	<div>BEFORE Coupled with emotions like anger, fear and emotional distress</div> <div>AFTER Prioritize the efforts and fell more confident</div>	<div>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.</div>	<div>Know what a phishing scam looks like</div>	

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