PROBLEM - SOLUTION FIT

Different stages of startups

Formation — Mission > Vision > Strategy

Validation — Minimum Viable Product | Validate / Iterate / Pivot

Growth — Scale Up

- **-2** Idea — Problem / Solution Fit
- **-1** Concept
- **0** Committing — Vision / Founders Fit
- **1** Validating
- **2** Scaling — Product / Market Fit
- **3** Establishing — Business Model / Market Fit
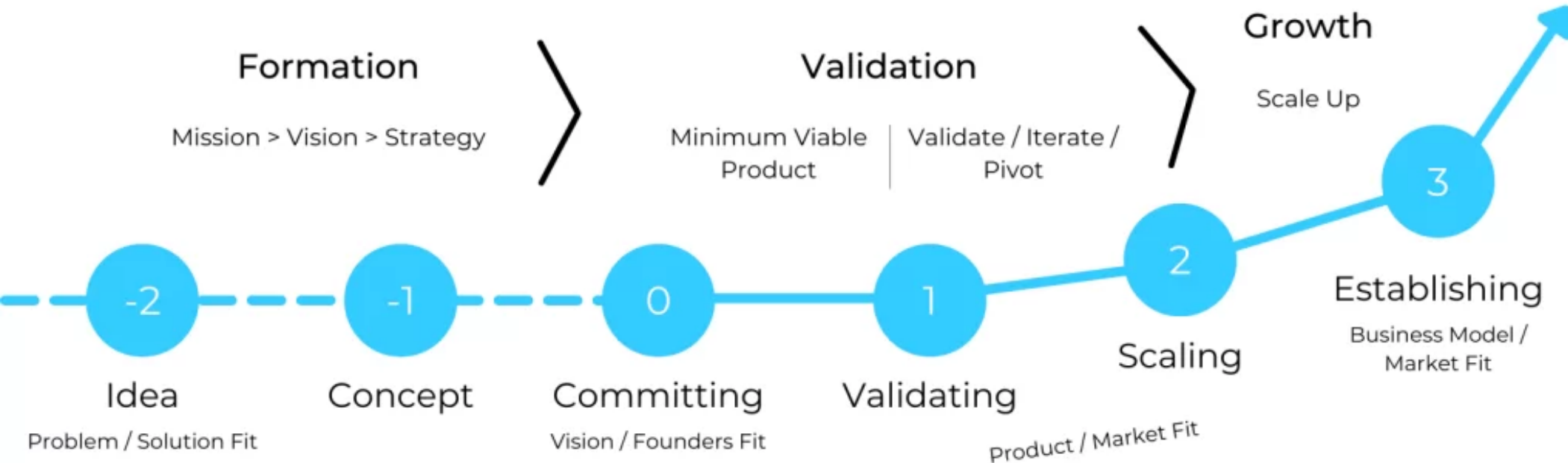
INTRODUCTION:

- The Problem-Solution Fit canvas is based on the principles of Lean Startup, LUM (Lazy User Model) and User Experience design.

- It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

- Identify patterns by listing problems and related behavior to every problem. It gives you a better understanding of how urgent / frequent every problem is and whether it's worth solving at all

- Some problems are too costly but they may be nothing in comparison with daily annoyances and pains that consume time.

- My goal was to create a tool that translates a problem into a solution, taking into account customer behavior and the context around it.

WHO IS YOUR CUSTOMER?	**EXPLORE LIMITATIONS TO BUY / USE YOUR PRODUCT OR SERVICE**	**HOW ARE YOU GOING TO BE DIFFERENT THAN COMPETITION?**
FOCUS ON FREQUENT, COSTLY OR URGENT PROBLEM TO SOLVE	**UNDERSTAND THE CAUSE OF THE PROBLEM**	**TAP INTO, RESEMBLE OR SUPPORT EXISTING BEHAVIOR**
DESIGN TRIGGERS THAT FIT REAL LIFE, SPARK ASSOCIATIONS, MAKE IT FAMILIAR **ADD EMOTIONS FOR STRONGER MESSAGE**	**YOUR "DOWN TO EARTH" SOLUTION GUESS**	**BE WHERE YOUR CUSTOMERS ARE**

Define customer segments, fit into customer limitations

1. CUSTOMER SEGMENT(S)

Add

Who is your customer? eg. working parents of 0-5 y.o. kids

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

Add

What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

Add

Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?

Focus on problem, tap into behavior, understand root cause

2. PROBLEMS / PAINS + ITS FREQUENCY

Add

Which problem do you solve for your customer? How often There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1).

9. ROOT / CAUSE OF PROBLEM

Add

What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might in uence the return of investment signi cantly and diminish the bene ts (1.2).

7. BEHAVIOR + ITS INTENSITY

Add

What does your customer do about / around / directly How often does or indirectly related to the problem?

Identify strong triggers & emotions

3. TRIGGERS

Add

What triggers customer to act?
eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and ef cient solution (1.2)

4. EMOTIONS

Add

Which emotions do people feel before/after this problem is solved? Use it in your communication strategy.
eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)

10. YOUR SOLUTION

Add

If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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 .

8. CHANNELS OF BEHAVIOR

ONLINE

Add

Extract channels from Behavior block

OFFLINE

Add

Extract channels from Behavior block and use for customer development

1.
CUSTOMER SEGMENT(S)

6.
CUSTOMER LIMITATIONS

5.
AVAILABLE SOLUTIONS

2.
PROBLEMS / PAINS
+ frequency

9.
ROOT / CAUSE
of Problem

7.
BEHAVIOR
+ its intensity

3.
TRIGGERS TO ACT

4.
EMOTIONS
before & after

10.
YOUR SOLUTION

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8.
CHANNELS OF BEHAVIOR
online + offline
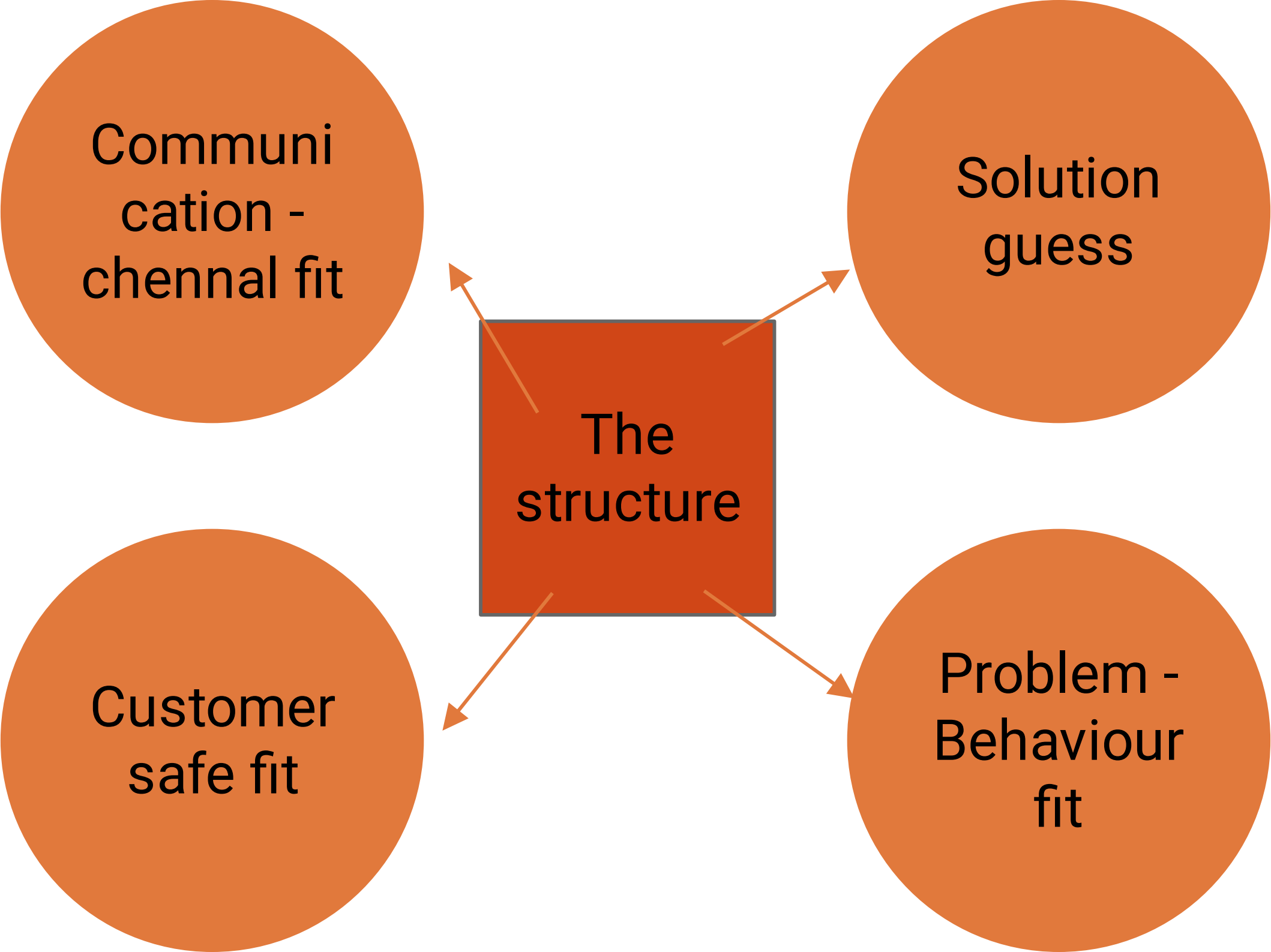
1. **Customer State fit:** to make sure you understand your target group, their limitations and their currently available solutions, against which you are going to compete.

2. **Problem-Behavior fit:** to help you filter out the noise and identify the most urgent and frequent problems, understand the real reasons behind them and see which behavior supports it. Is this behavior weak or infrequent — is it a problem worth solving?lable

1.Communication-Channel fit:

to help you sharpen your communication with strong triggers, emotional messaging and reaching customers via the right channels.

2.Solution guess:

translate all the validated data you have gathered into a solution that fits the customer state and his/her limitations, solves a real problem and taps into the common behavior of your target group.nal