

# Problem-Solution Fit canvas

Purpose / Vision

Version:

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