Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

* C-suite executives are often targeted by phishing attempts.
* 27 per cent of the 300 respondents said their CEOs had been targeted.
* Phishing goes any size company and can target any sector and user.

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

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

* Prevent personal data getting stolen

* Prevent unwanted malwares

* Prevent online money theft

* Protect data from hackers

* Prevent spams messages

* Ensure user safety

Identify strong TR & EM

3. TRIGGERS — TR

* To prevent data including login credentials and credit card numbers getting stolen

* For organizations, to prevent severe financial losses in addition to declining market share, reputation, and consumer trust

4. EMOTIONS: BEFORE / AFTER — EM

* Before the job is done:
  Threatened, scared, anxious, stressed,lost
* After the job is done:
  satisfied, relieved, relaxed, happy

6. CUSTOMER CONSTRAINTS — CC

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.

* Prevent access to third party websites

* Two step verification

* Revent entry to unwanted websites

9. PROBLEM ROOT CAUSE — RC

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.

* Large user base

* Leniency in the adaption of security measures

* Low-cost phishing and ransomware tools are easy to get hold   of

10. YOUR SOLUTION — SL

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.

& design.

* Pop-up alert for fake websites

* Check Websites Authenticity

* Prevent Cloning Of Websites

* prevent redirecting to unwanted websites

Explore AS, differentiate

5. AVAILABLE SOLUTIONS — AS

* Antivirus software

* Both desktop and network firewalls
* Antispyware software
* Antiphishing toolbar (installed in web browsers)
* Web security gateway
* A spam filter
*Phishing filters from vendors such as Microsoft

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

7. BEHAVIOUR — BE

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)

* Remove the device from the network

* Back Up Files

* Scan System for Malware

* Change Credentials

* Set Up a Fraud Alert

Extract online & offline CH of BE

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
* Remove the device from the network
* Back up files
* Scan system for malware
* Set up a fraud alert

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

* Change credentials
* Set up a fraud alert

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