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

Students,Common people,Travellers, Business persons,Financier.

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.

1.Users can use this application via their smart phones.

2.Users no need to spend the too much amount of money, they will spent the money within their income and budget.

5. AVAILABLE SOLUTIONS — AS

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 notetaking

This application is used to save lot of money, when we make the correct monthly budget limits.

This application helps to track the expenses very easily and organize and categorize the various types of expenses.

Explore AS, differentiate

Focus on J&P, tap into

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.

People may face lot of problems while they track their expenses

1.if we use this application there is no need for record the expenses manually like records daily expenses in notes etc.

2.it is difficult to make the budget manually, this application helps to make good budgets and avoid unnecessary expenses.

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.

Track the daily expenses is the challenging one for the peoples.

They can make the budget limits to avoid the over expenses.

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)

Track our expenses and make the monthly budget. Avoid unnecessary expenses make saving goals for future purposes.

Focus on J&P, tap into C

Identify strong TR & EM

3. TRIGGERS — TR

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

Unnecessary expenses should be avoid. Make the correct budget and save money is the problem among lot of peoples. If we use this application it makes the process very easy.

4. EMOTIONS: BEFORE / AFTER — EM

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

Before:
Depression,Tension,Stress,Confusion.
After:
Confident on spending money,clear.

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.

Users can able to set their income amount in this application. they can set the budget limit to avoid the unwanted expenses. It alerts the people when they cross their limits. It can be alerts the people via sms or email.

8. CHANNELS of BEHAVIOUR — CH

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

This application get the total income amount from the users, users can set the budget limits. if the user reach their budget limit it alerts. This app provide the graph for identify the unwanted expenses.

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

Record our expenses by pen in notebook and make budget limits manually. this can be useful to track the expenses.

Extract online & offline CH of BE

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