

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? Farmers CS	6. CUSTOMER What constraints prevent your customers from taking action or limit their choices of solutions? Using natural fertilizers, Avoid using chemical fertilizers. CC	5. AVAILABLE SOLUTIONS 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? Using natural fertilizers can increase palnt's wealth. AS	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? Irrigate enough water. Use natural products instead of using the chemical fertilizers J&P	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? Farmers using chemical fertilizers. RC	7. BEHAVIOUR What does your customer do to address the problem and get the job done? Using the natural fertilizers can increase the quality of the plant. It can increase the wealth of the soil. BE	
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? Seeing their neighbour using natural fertilizers, reading about a more efficient solution in the news. TR	10. YOUR SOLUTION If we use the natural fertilizers it can reduce the rate of affected plants in the field. If we use the chemical fertilizers it can increase the production rate but results in the poor quality of plants. SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online searching the natural fertilizers. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline on visiting the other crop fields and to lean their strategies. CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? lost, insecure > confident, in control – used in plant's production rate. EM			



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