

Problem-Solution Fit canvas

Purpose / Vision Smart waste management
in metropolitan cities.

Version:

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|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS Waste holders such as Private individuals, Property owners, or Companies and Human beings. | 6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Efficient waste management, Provides better control over odor, Reduce pollution. | 5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Pros: This smart waste management optimizes waste collection, Saving time Money and the Environment. Cons: Some bins overflowing with waste causing unnecessary cleaning costs. | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS + ITS FREQUENCY PR Misunderstanding of the operations of smart Sensors. Machine guarding hazards. Chemical exposure. | 9. PROBLEM ROOT / CAUSE RC Between 30% and 35% waste occurred from building construction industries etc.... Manufacturing and agriculture. Household trashes. | 7. BEHAVIOR + ITS INTENSITY BE May be they go for advance technologies. Waste to energy incineration. | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR Offer something to get something bigger in return. | 10. YOUR SOLUTION SL Reducing the amount of waste that is created, reuse waste material that would be degraded. | 8. CHANNELS of BEHAVIOR CH ONLINE May be they go for advance technologies. | Extract online & offline CH of BE |
| | 4. EMOTIONS EM <small>BEFORE / AFTER</small> Before solving problem they are in frustration, anger, Tension, low confidence. Thinking about problem and solution. After the problem is solved they are happy, getting more confidence, getting Ideas. | | OFFLINE Frequent food waste collection, to encourage participation. | |



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Designed by Daria Nepriakhina / [IdeaHackers.nl](https://www.ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.