

Problem - Solution Fit Template:

The Problem-Solution Fit simply means that we have found a problem with our customer and that the solution we have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

Purpose:

- ❑ Solve complex problems in a way that fits the state of your customers.
- ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ❑ **Understand the existing situation in order to improve it for your target group.**

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small> 1. Patients 2. Curious users 3. Family members of the patients	6. CUSTOMER CONSTRAINTS <small>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</small> Some people are not willing to go to hospital due to financial constraints and some staying at remote locations	5. AVAILABLE SOLUTIONS <small>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</small> Visiting the experienced cardiologist to verify	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs to be done (or problems) do you address for your customers? There could be more than one; explore different sides</small> To predict whether the user has heart disease or not	9. PROBLEM ROOT CAUSE <small>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</small> Users are in need of these kind of solutions because 1. Because heart disease is hereditary 2. Some people may be leading unhealthy lifestyles which might make them more susceptible to heart related diseases	7. BEHAVIOUR <small>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. tree-planting)</small> 1. Schedule an appointment 2. Search for the best cardiologist online 3. Speak to family/friends regarding solutions	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</small> Feeling discomfort in their chest. Users making sure that they are healthy 4. EMOTIONS: BEFORE / AFTER <small>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</small> Before taking the test, the user will be anxious. After taking the test, the user will either be relieved that they are healthy or go to the hospital for double checking/treatment	10. YOUR SOLUTION <small>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 motivates customer behaviour</small> Our application helps the user in finding out if they have heart disease or not. They can find out by entering details such as their heart rate, cholesterol blood pressure etc. A dashboard is also attached along with the results for better understanding where they can compare their blood pressure and similar metrics with other users	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> 1. Talk with friends/family 2. Browse health related websites 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development</small> 1. Reach out to the nearest cardiologist	Extract online & offline CH of BE