Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer? Childresn

6. CUSTOMER — CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. budget, network connection, available devices.

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 dothese solutions have? i.e.Change password often make them strong

Explore AS, differentiate

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.

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. Expended attack surface of threats of been plaguing network.

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done?
i.e. directly related: AI attacks, DOS attack and Lack of updates.

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

Identify strong TR & EM

3. TRIGGERS — TR
What triggers customers to act? i.e. The child safety wearable device can act as a smart devices. It provides parents with the real time location of the children surrounding etc, ability to locate their child.

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8. CHANNELS of BEHAVIOUR — CH
ONLINE
What kind of actions do customers take online? Extract online channels from #7
Put the time limits for the screen time.

OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7
Protect your child from potentially harmful or inappropriate content and activities.

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.

Extract online & offline CH of BE

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