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

Working Professional

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.

Network connection

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

use of chatbots which are essentially computer programs that can act on people conversations

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.

response/turnaround times are increasing at a pace that large banks are struggling to catch

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.

Technologies are developing day to day life leads to new cyber attack

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)

enables, 24×7 customer service, has lowered processing

Round clock support, quick response

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

Identify strong TR & EM

3. TRIGGERS — TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more attractive offer on job and after work...

To get updates from bank

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or job and after it?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

insecure, crying for lost money

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... your solution addresses customer limitations, solves a problem and matches customer behaviour.

People need awareness news to prevent from cyber attack

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? i.e. Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? i.e. Extract offline channels from #7

Bank general query answer

Extract online & offline CH of BE

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