Project Design Phase-1

Problem Solution Fit

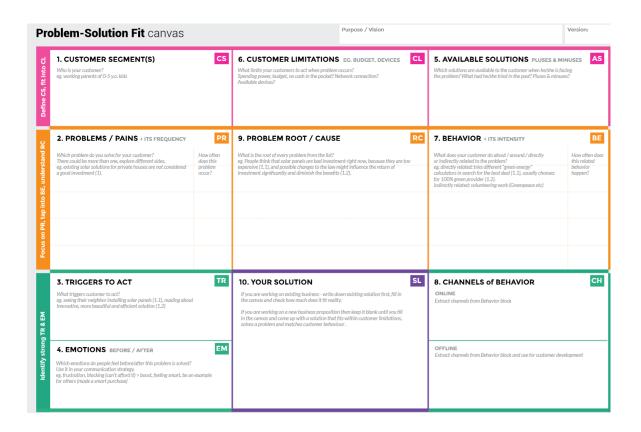| Date	26.10.2022
Team Id	B10-4A6E
Project Name	Project Assistance For Seniors Who Are Self-Reliant

Problem Solution Fit:-

Problem-solution fit is a term used to describe the point validating that the base problem resulting in a business idea really exists and the proposed solution actually solves that problem.

When you validate your problem hypothesis using real-world data and feedback. That is, you gather information from real users to determine whether or not they care about the pain point you're trying to solve.

Validate that your solution solves the problem: When you validate that the target audience appreciates the value your solution delivers to them.

The problem-solution fit precedes the product development and forms the foundation upon which a company is built. It helps you answer the basics startup-related questions before you even start your startup.

Problem Solution Fit Canvas:-

Problem-Solution Fit canvas

Purpose / Vision

Version:

	1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER LIMITATIONS *EG. BUDGET, DEVICES* **CL**	5. AVAILABLE SOLUTIONS *PLUSES & MINUSES* **AS**
Define CS, fit into CL	*Who is your customer?* *eg. working parents of 0-5 y.o. kids*	*What limits your customers to act when problem occurs?* *Spending power, budget, no cash in the pocket? Network connection?* *Available devices?*	*Which solutions are available to the customer when he/she is facing* *the problem? What had he/she tried in the past? Pluses & minuses?*

	2. PROBLEMS / PAINS *+ ITS FREQUENCY* **PR**		9. PROBLEM ROOT / CAUSE **RC**	7. BEHAVIOR *+ ITS INTENSITY* **BE**	
Focus on PR, tap into BE, understand RC	*Which problem do you solve for your customer?* *There could be more than one, explore different sides.* *eg. existing solar solutions for private houses are not considered* *a good investment (1).*	*How often does this problem occur?*	*What is the root of every problem from the list?* *eg. People think that solar panels are bad investment right now, because they are too* *expensive (1.1), and possible changes to the law might influence the return of* *investment significantly and diminish the benefits (1.2).*	*What does your customer do about / around / directly* *or indirectly related to the problem?* *eg. directly related: tries different "green energy"* *calculators in search for the best deal (1.1), usually chooses* *for 100% green provider (1.2).* *indirectly related: volunteering work (Greenpeace etc)*	*How often does this related behavior happen?*

	3. TRIGGERS TO ACT **TR**	10. YOUR SOLUTION **SL**	8. CHANNELS of BEHAVIOR **CH**
Identify strong TR & EM	*What triggers customer to act?* *eg. seeing their neighbor installing solar panels (1.1), reading about* *innovative, more beautiful and efficient solution (1.2)*	*If you are working on existing business - write down existing solution first, fill in* *the canvas and check how much does it fit 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 matches customer behaviour.*	**ONLINE** *Extract channels from Behavior block*
	4. EMOTIONS *BEFORE / AFTER* **EM** *Which emotions do people feel before/after this problem is solved?* *Use it in your communication strategy.* *eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example* *for others (made a smart purchase)*		**OFFLINE** *Extract channels from Behavior block and use for customer development*

Example:1

PROBLEM/SOLUTION FIT

	INTERVIEW STAGE	PROBLEM INTERVIEW	SOLUTION INTERVIEW	PRODUCT INTERVIEW

steps: genesis / problem discovery / problem validation / ideate / design / prototype / test/validation

WEEKS: 0 — 1 — 2 — 3 — 4 — 5 — 6 — 7 → PROBLEM/SOLUTION FIT

| milestones | list of problem assumptions | 5-6 falsifiable hypotheses | 1-2 validated hypotheses | solution concept | high fidelity prototype | | MVP | 3+ earlyvengelists |

toolkit

- Lean canvas
- MVP canvas
- Customer forces canvas

- Value hypothesis
- Growth hypothesis
- JTBD
- Jobs map
- Jobs stories

- User onboarding psychology
- Usability testing
- Customer journey maps