Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC | **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Naturalist is the customer.

Public people may act as a customer.

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.

Difficult to charge a device everywhere.

Device may not available everywhere.

Network connection may not

be stable all the times.

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

Field naturalists always carry a guidebook around everywhere or seek's help from experienced Ornithologist….
Multiple language can be seen.
More no. of informations are available.
Audio is added.
More species will be available.

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.

Customer should not refer a book to find the natural species. Should not refer a expert always .Should find basic details in single platform. No need depend on library always.

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.

Always need to depend on libraries.

Need to carry heavy books.

Need to depend on experts like Ornitologists,Zoolagists,Botanist..

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)

Plant identification
Plant-X
Animal Identifier
Inautralist
birdNET

Identify strong TR & EM | **Extract online & offline CH of BE**

3. TRIGGERS — TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Make advertisement on application
Free Subscription

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards?

**Before:Feel very sad to carry book always.They may hesitate to task help from experts. Sometime feels shame to ask help from experts
After: Feels happy no need carry heavy books. Feel proud because no need to seek help from experts.**

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

Online web Application can be created for identifying plants, birds, mammals….

All information should be available in on application.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

All features are accessible during online.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

All features cannot be accessible.

Minimum species availabe

★ AMALTAMA