

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

1. CUSTOMER SEGMENT(S)

Who is your customer?

Who is your customer?
What limits your customer from acting when a problem occurs?
E.g. Spending power, network connection, available devices.

CS

6. CUSTOMER

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.

Consumers need information such as nutrition tables to assess the nutritional value of a food product. Although a broad range of studies has examined consumers' attention, perception and use of nutrition tables.

CC

5. AVAILABLE SOLUTIONS

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

your application has a marketplace and this feature, you can make them connected to each other, so food recommendations included information on vendors where they can buy these goods with no delays, see prices.

AS

Explore AS,

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.

Nutrients have one or more of three basic functions: they provide energy, contribute to body structure, and/or regulate chemical processes in the body.

J&P

9. PROBLEM ROOT CAUSE

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.

projects are given such that it helps the researcher to gain maximum knowledge and experience. The institute has focused its work in developing products with enhanced nutrition, discovering innovative products utilizing byproducts, and implementing new methods to improve quality of food.

RC

7. BEHAVIOUR

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)

Nutritional behavior is "the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance.

BE

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

Identify strong TR & EM

3. TRIGGERS

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

Overweight is one of today's most urgent public health issues. It is related to a number of noncommunicable diseases.

TR

4. EMOTIONS: BEFORE / AFTER

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.

BEFORE: People cannot know how to maintain their health.
AFTER: They consult their nutritionist easily.

EM

10. YOUR SOLUTION

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.

When you are working on an existing solution (exploring growth strategies, problem with activation or solution adoption etc.), fill in this block first, and then see whether your solution is still relevant after all the blocks are filled in.
useful, understandable and accessible.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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

Complaints without actions and active public discussion mean nothing.

8.2 OFFLINE

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

Workers in other professions and occupations nurses and community project workers can be given training in nutrition.

CH

Extract online & offline CH of BE



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