Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

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

i) Common people
ii) Insurance companies
iii) Online buyers
iv) Finance companies

6. CUSTOMER — 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.

i) Understand the constrains
ii) Educate key stakeholders.
iii) View constrains in a positive light.

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

i) Eliminate the short-term practice of data cleansing.
ii) Ensure information chains are accurate and detailed.
iii) Include external data sources in your root-cause investigation.
iv) Learn how to perform Pareto analysis effectively.

Explore AS,

Focus on J&P, tap into BE, understand

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.

Quality of Data:
The quality of data we have should be accurate and reliable. Obviously, the outcome will solely depend on the data we put into the prediction. If the data is skewed, then the prediction which is dependent on it, will be skewed as well.

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.

i) The first root cause is typographical errors and non-conforming data: "Despite a lot of automation in our data architecture these days, data is still typed into Web forms and other user interfaces by people.
ii) A common source of data inaccuracy is that the person manually entering the data just makes a mistake.

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)

i) Develop or improve upon the strategic vision.
ii) Make the most of customer data analytics.
iii) Segment customers with personalization.
iv) Craft effective internal and external conversations.

Focus on J&P, tap into BE, understand

Identify strong TR & EM

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.

i) Decrease Inventory Costs
ii) Minimizes Out of stocks
iii) Improves Profit Margins
iv) Reduces Shrinkage

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.

i) Establish a mission statement.
ii) Identify the target audience.
iii) Determine the publishing frequency.

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.

i) Fix data in the source system.
ii) Fix the source system to correct the data issue.
iii) Apply precision entity resolution.
iv) Accept bad source data and fix issues during the ETL phase.

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

i) Hire support staff & use chatbots to build trust with customers.
ii) AI tailors messaging to individual users.

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

i) Customers can view physical products in stores.
ii) sales people build relationship with customers.
iii) Rely on positive face to face interactions.

Extract online & offline CH of BE

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