

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- ❖ Patients especially elders and disable people

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.

- ❖ When no caregiver is around to helpless person
- ❖ Taking medicine in unprescribed manner
- ❖ Forgot to take medicine

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.

- ❖ Promote the usage of app through advertisement
- ❖ Sharing with friends for caring

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.

- ❖ Feeling control of medication
- ❖ Feeling organized and healthy

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.

- ❖ Need full internet access
- ❖ Charging down in device

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.

- ❖ Due to aging they are unsure and confused about medicine
- ❖ Remembering medicine names are painful and forgot to take medicine on time

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.

- ❖ Not to skip medicine due to improper medicine restocking system
- ❖ Looking up reviews on medicine before taking them
- ❖ Taking medicine on daily basis

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

- ❖ Effective sound notification alert to remind medication
- ❖ Get an alert when medication is low

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)

Voice commands quite them to consume correct medication at time and medicine about the size,color and appearance which is easy for them to identity and consume medicine

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

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

- ❖ Upload details about medicine and get alert message & reviews

8.2 OFFLINE

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

Better way to organize multiple pills

Explore AS, differentiate

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE



