Problem-Solution fit canvas 2.0

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

Deaf and dumb people

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.

Many people who have disabilities are unaware of new technologies

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

Deaf people typically use hearing aids and cochlear implants. Dumb people typically communicate with others through sign language.

Define CS, fit into CC

Explore AS, differentiate

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.

Sign language is commonly used by deaf and dumb people to communicate with one another, but most of the normal people are unaware of it. As a result, it is difficult to convey their message in an emergency situation.

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.

The root cause of the problem is that most ordinary people do not understand sign language.

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)

The receiver of an in-the-ear hearing aid can get clogged with earwax and moisture.
Cochlear implants are costly.

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

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

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.

We can reach a larger number of people if we commercialize the product with an actor.

10. YOUR SOLUTION [SL]
What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

We are going to design a real-time communication system that will serve as an interpreter between deaf-mute and normal people.

8.1 ONLINE CHANNELS [CH]
What kind of actions do customers take online? Extract online channels from box #7 Behaviour

People will search for the solution in online, So we can advertise our product in online.

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.

Deaf-mute people used to be embarrassed to talk to others. They will be able to speak confidently after completing this project.

8.2 OFFLINE CHANNELS [CH]
What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.

People will consult doctors, So we can make the doctors to recommend our product.

Define CS, fit into CL

Explore AS, differentiate

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.

miro