Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

who want to purchase fashion ite.

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.

- No **data-based product suggestions**
- **Understanding customer inquiries**

Focus on J&P, tap into BE,

3. TRIGGERS `TR`

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

- ✦ **call-to-action buttons**
- ✦ **website pop-ups**
- ✦ Gain Insights.

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.

- **Took longer time to process and respond to the query**
- **Make a confusion to choose the exact one.**

Identify strong TR & EM

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.

Internet hosts a lot of adds limiting its usability.

proper network connection be needed.

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.

- Saves time and efforts.
- **Customer service will be available**
- We can compare various models/brands

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.

- **the user can directly talk to Chatbot regarding the products.**

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

Supported in many browsers
Chatbot is developed.

Explore AS,

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)

- **Data Security**
- **a feeling of frustration a customer**

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

8. CHANNELS of BEHAVIOUR `CH`

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

- ✦ **Able to serve customers with a consistent level of quality in a short period of time across different channels,**

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

- **Make sure they are aware of the usage of the chatbots**

Extract online & offline CH of BE