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

Customers are mostly between 6-60 age group.
Their requirements are mostly based on their
mindset or the current trend going upon.

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.

There might be a lack of trust in the company,
The customer needs to enter the confidential details
for payment. The company should not misuse with the
details

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

After collecting past festival or offer sales ,We need
to attract more new customers and the sales
must be increased

Explore AS, differentiate

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

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.

It requires a lot of data collection[clothes]
,so that we could continously update the
data.

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.

Technical problems of any kind which may limit or prevent
any person's participation in this Instant Discount Offer.
This kind of problems could be rectified by proper
updating of the application.

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)

Analyse the price of clothes ,Wait for any
festival sales &buy the clothes when it is cheap

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

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.

Customer tries to buy clothes cheaper when
compared to other websites , so the try to use
this method

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.

The customers does not know the correct time of offer or
the time of arrival of new goods.
Result: Customers should frequently visit our website and
allow our notifications to show up as message.

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 customer should filter the clothes according to
their favorites, Next time it will be automatically
started to show similar type of clothes

8. CHANNELS of BEHAVIOUR — CH

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

Customers might be able to compare the prices of the products
and rate them based on their quality.

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

Customers could be able to provide their reviews on the nearest
store.

Extract online & offline CH of BE

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