

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 People unable to hear or speak.	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. network connection ,available devices,logical correctness,time constraint.	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 The process requires a sign to be made in front of the webcam	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. Communications between deaf-mute and a normal person has always been a challenging task. It is very difficult for mute people to convey their message to normal people	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. Room conditions such as lighting can play a role in predicting the outcome of poor lighting. The light that is either too bright or too dim will result in inaccurate hand segmentation, resulting in inaccurate gesture prediction	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) Real time Recommendation system that allows people who are unable to talk and hear be fully understood and for them to learn their language		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. In emergency times conveying their message is very difficult.	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 system will recognize any element in the frame.users must be careful about what is inside the frame to avoid any other unwanted requests	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.		
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. Self doubting > confident in your communication.					



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