

PROBLEM FIT IDEATION PHASE

1.CUSTOMER SEGMENTS:

Product-market fit describes a scenario in which a company's target customers are buying, using, and telling others about the company's product in numbers large enough to sustain that product's growth and profitability.

2.PROBLEMS AND PAINS:

The least glamorous but most important part of starting a successful business is determining whether your idea actually solves a real problem for people. This process is known as finding a problem-solution fit.

3.TRIGGER TO ACT:

Problem-Solution Fit – this occurs when you have evidence that customers care about certain jobs, pains, and gains. At this stage you've proved the existence of a problem and have designed a value proposition that addresses your customers' jobs, pains and gains.

4.EMOTIONS:

Emotional fitness is defined as the state wherein the mind is capable of staying away from negative thoughts and can focus on creative and constructive tasks.

5.AVALIABLE SOLUTION :

Starting a start up is no easy task. There are so many things to think about – from developing your product to finding the right customers.

6.CUSTOMER LIMITATIONS :

Increase your solution adoption by tapping into customer behaviour and existing medium. Solve complex problems in a way that fits the state of your potential customers.