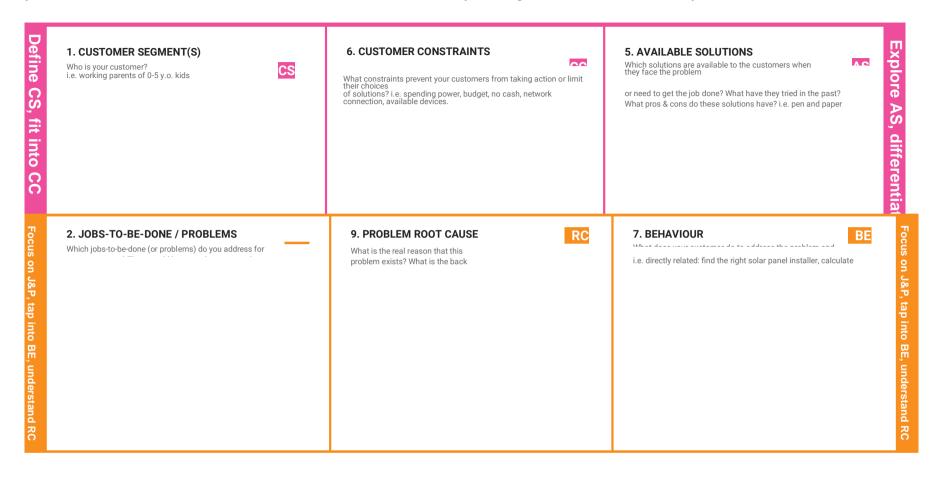
## **Project Design Phase-I - Solution Fit Template**





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## **10. YOUR SOLUTION**



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.

## 8. CHANNELS of BEHAVIOUR



**70 0 4 7** 

8.1 ONLIN

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

8 2 OFFI IN

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

