

PROBLEM SOLUTION FIT

BY

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PROBLEM SOLUTION FIT :

The Problem-Solution Fit simply means that **you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem.**

The Problem-Solution Fit canvas

Translate problems into solutions that will be adopted.

Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL	5. AVAILABLE SOLUTIONS PROS & CONS AS	
	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	
Identify strong TR & EM	4. EMOTIONS BEFORE / AFTER EM		ONLINE	
			OFFLINE	
			Extract online & offline CH of BE	

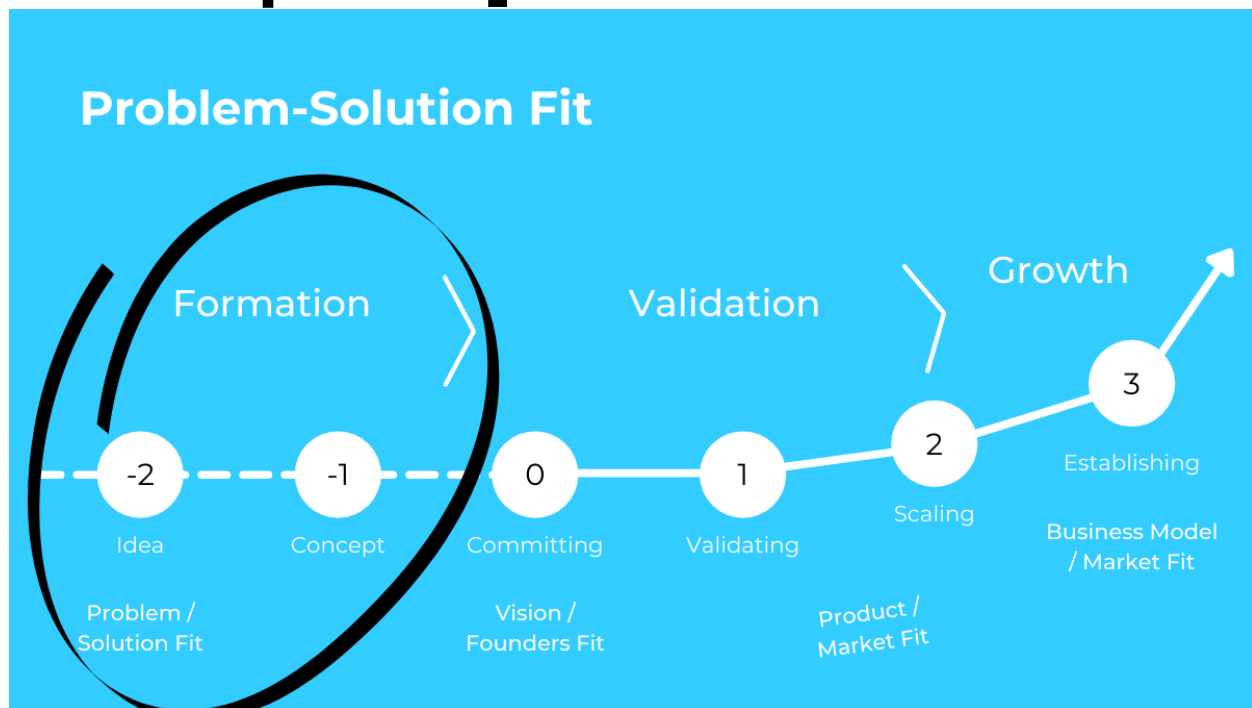
Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Daria Negriakina / ideahackers.net - we tailor ideas to customer behaviour and increase solution adoption probability.

IdeaHackers.NET

- Solve complex problems in a way that fits the state of your customers.

- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

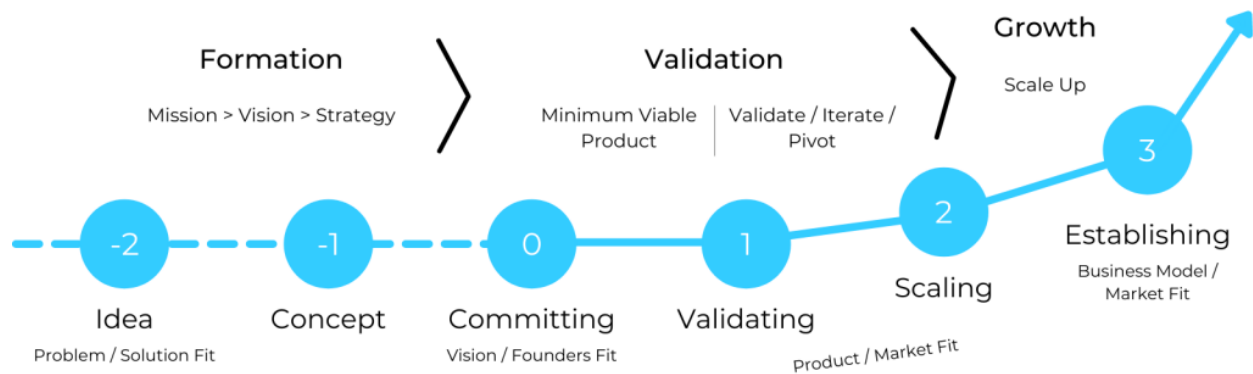
Problem-Solution Fit: What Is It + How To Get It [Customer Development]



The Customer Development Process contains 3 kinds of Fits:

1. **Problem-Solution Fit**
2. [Product-Market Fit](#)
3. **Business Model-Market Fit**

Different stages of startups



Achieving problem-solution fit is essential to the success of any new business. Why? **Because without it, you're essentially just guessing that your idea is going to work.** And if you want to be successful, you need more than just a guess.

- Empathy interviews

The more people you talk to, the better your product definition will be

- Observations

Observe a workplace and find where the inefficiencies are

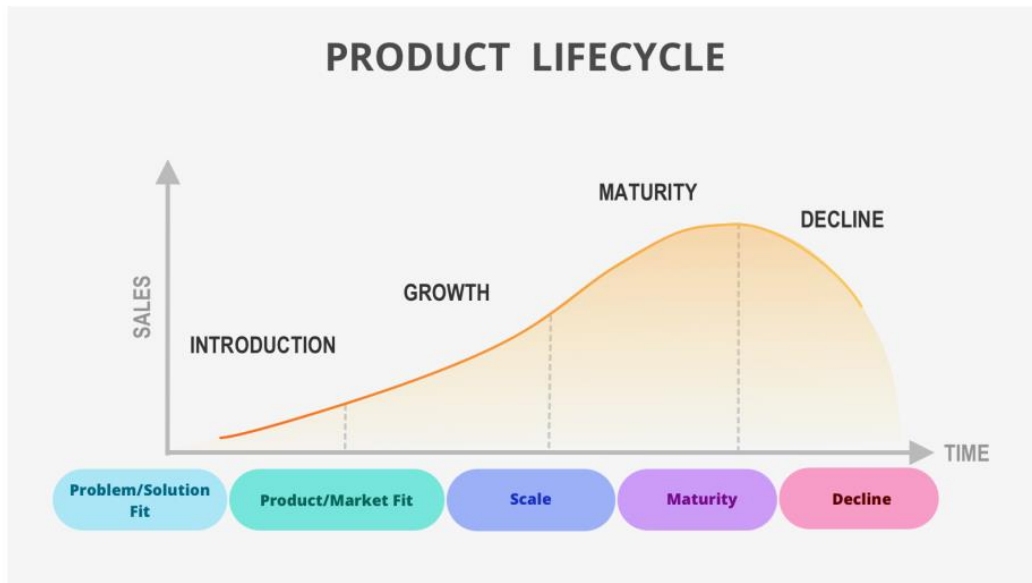
- Diary logging

Ask your potential customer to write down what they are frustrated with or need clarification on

- Customer journey mapping

This is similar to diary logging, but instead it is the company or interviewer that is recording what the customer thinks or does.

Problem/Solution fit vs Product/Market fit



During the lockdown period, I have talked to 76 founders of tech and tech-enabled startups, and when the discussion came around the problem/solution fit the majority of them shifted it to product/market fit. After noticing it more and more I decided to share my own understanding of these processes and also to

highlight how vital it is to work on the product/solution fit before building an MVP.

1. Problem research - it includes customer segments, pain points for each customer segment and value proposition;
2. Articulating the solution - that includes the product channels, the marketing channels, and the revenue streams;
3. Validating solution hypothesis with potential users - user research
4. PoC development - it can vary from only high-level wireframes to some outcome of the “no code required” platforms.
5. User testing
6. Clickable prototype using available prototyping tools like [InVision](#) or a more advanced version of the “no code required” platforms mentioned above.