

# PROBLEM SOLUTION SAMPLE

Date	20 September 2022
Team ID	PNT2022TMID34297
Project Name	Containment zone alerting application
Maximum Marks	2 Marks

**Problem-Solution Fit canvas** Purpose / Vision Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> CS Who is your customer? I.e. A customer is a person	<b>6. CUSTOMER LIMITATIONS</b> EG. BUDGET, DEVICES CL What limits your customer to act when problem occurs For your safety we are limiting the number of customers that enter the shop. COVID-19.	<b>5. AVAILABLE SOLUTIONS</b> PROS & CONS AS Which solution are available to the customer when he/she is facing the problem? There may be effective treatments available to you.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> + ITS FREQUENCY PR Which jobs-to-be-done (or problem) do you address for your Customer? An immediate employment and social-policy response is needed.	<b>9. PROBLEM ROOT / CAUSE</b> RC What is the root of every problem from the list? If you don't understand the root cause, you need to learn more about the problem. And to be clear, "problem solving" and "improvement" are learning processes. If you didn't learn, you didn't solve the problem, and you didn't improve anything	<b>7. BEHAVIOR</b> + ITS INTENSITY BR What does your customer do about/around/directly or indirectly related to the problem? 1. Focus on fundamentals: Care and connection 2. Meet your customers where they are today 3. Reimagine customer experience for a post-COVID-19	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> TR What trigger customers to act? To learn more about how you can use COVID-19 Triggers as well as other factors that impact consumer behavior to help increase.	<b>10. YOUR SOLUTION</b> SL If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit reality? Get a COVID-19 vaccine. Wash your hands often with plain soap and water. Cover your mouth and nose with a mask when around others.	<b>8. CHANNELS of BEHAVIOR</b> CH ONLINE Extra channels from behaviour block OFFLINE Extra channels from behavior block and use for customer development	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> BEFORE / AFTER EM How do customers feel when they face a problem or job and afterwards? Overall optimism and spend remained strong with 44 percent of US consumers feeling optimistic and spend increasing 11 percent year on year.			

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