

# Problem-Solution fit canvas 2.0

Purpose/Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> What limit your customer from acting when a problem occurs	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> State your vision, customer segment, user experience design, decision making process	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Your solution might become different over time, ever changing market landscape	Explore AS, differentiate		
	Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE/PROBLEMS</b> <span>J&amp;P</span> Finding problem solution and product market fit, solve complex problem	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> Increase touch point with your company by finding the right problem behavior fit		<b>7. BEHAVIOUR</b> <span>BE</span> Help you to understand your target group, their limitation and their available solution against which your going to complete, spending power, network connection, available device	Focus on J&P, tap into BE, understand RC
		Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> Which emotion do people feel before/after this problem is resolved  <b>4. EMOTIONS: BEFORE/AFTER</b> <span>EM</span> Understanding the real reason behind them and the behavior		<b>10. YOUR SOLUTION</b> <span>SL</span> Your solution might become different over time but your vision should stay the same occurring problem increases touch points with customer	



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**AMALTAMA**

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Project Name	AI-powered Nutrition Analyzer for fitness Enthusiasts
Maximum Mark	2 Marks