Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

> MUNICIPALITY WORKER

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget no cash, network connection, available devices.

> To avoid the overflow of the dustbins

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

> 1. Can create a software for monitoring wastages
> 2. calculate the shortest route to bin

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.

> 1. To avoid the overflow of the dust bins and achieve good management
> 2. To protect the Environment.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

> 1. Due to lack of awareness.
> 2. Not taking responsibility in environmental issues by people.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

> Monitor the dustbins by using the sensors and software

Focus on J&P, tap into BE, understand RC

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> To create an awareness among the people

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

> Safeguard the future generation

10. YOUR SOLUTION — SL

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.

> 1. Monitoring the wastage frequently
> 2. Harmful wastages must be banned

8. CHANNELS of BEHAVIOUR

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

> Uneducated people can not use this software

8.2 OFFLINE

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

> The human monitoring have errors

Extract online & offline CH of BE

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