**Project Title:                                                                                                             Project Design Phase-I** - **Solution Fit Template**

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| --- | --- | --- | --- | --- |
| Define CS, fit inti CC | **1.CUSTOMER SEGMENT**  **WHO NIS YOUR CUSTOMER?**  **Working parent of 0.5 y.o kids** | 6.CUSTOMER CONSTRAINTS  What constraints prevent your customer from taking action or limit their choices of solution?  i.e spending power, budget,no each network connection,available  9.PROBLEM ROOT CAUSE  What is the real reason that this problem exits?  What is the back story behind the need to do this job?  i.e. customer have to do it because of the changes in regulations | 5. AVAILABLE SOLUTION.  Which solution are available to the customer when they face the problem. or neeed to get the job done? What have they tried in past? What pros & cons do these solution have?ie. pen and paper is an alternative to digital notetaking |  |
| 2. jobs-to-be-done/problems  Which jobs-to-be-done(or problem) do you address for your customer?there could be more than one; explore different sides.    7.BEHAVIOR  What does your customer do to address the problem and get the job done;  Ie. Directly related;  Find the right solar panel installer; calculate usage and benefits;  Indirectly associated customer spend free time on volunteering workj(ie. Greenpeace) |

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| **Identify strong TR & EM** | **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. | **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. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7     1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. |  |
| **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. |