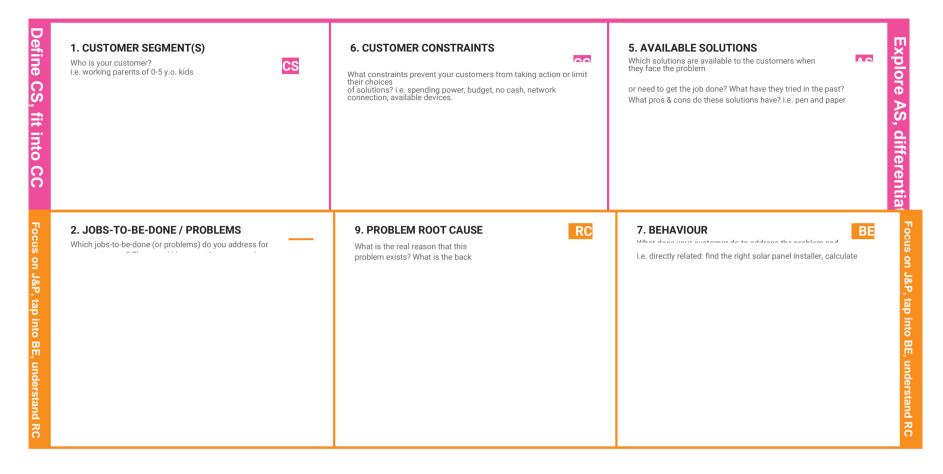
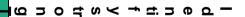
Project Design Phase-I - Solution Fit Template

СН





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

TR

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.

8. CHANNELS of BEHAVIOUR

8.1 ONLIN

SL

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

8.2 OFFLIN

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

4. EMOTIONS: BEFORE / AFTER 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.	