Problem-Solution fit canvas 2.0

1. CUSTOMER SEGMENT(S) — CS
Define CS, fit into CC

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

Farmers who involved in 6 months cultivation of land and or doing farming as a fulltime job

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.

Need effective fertilizers, enough water supply, better growing seeds ,enough money to buy all the item

5. AVAILABLE SOLUTIONS — AS
Explore AS, differentiate

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

Ground water is used as alternative for low rainfall ,they tried to use other lake water to grow the crops earlier ,the groundwater level (deceases)is a major cons .

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Focus on J&P, tap into BE, understand RC

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

Recommend user to cultivate according to climate and water availability and explain about previous profits and losses

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.

Water scarcity when the crops growing and changes have been taken to grow the crops in different manner

7. BEHAVIOUR — BE
Focus on J&P, tap into BE, understand RC

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)

Directly Related : Easy to use ,can predict the water availability correctly and accurately

Indirectly Associated : Required high water and money

3. TRIGGERS — TR
Identify strong TR & EM

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

Nearby lands are cultivated by high yielding seeds that's triggers you to use same seeds in your land

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.

Loss - when high rainfall insecure – animals interrupt (birds) in control – whole land by personnel

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)use high yield producing seeds and fertilizers

2)cultivate at right time at right place according to season

3)using other resources (water resources) eg. Ground water

8. CHANNELS of BEHAVIOUR — CH
Extract online & offline CH of BE

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

Uploading land location ,area and soil moisture etc…

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

Taking survey of land and checking moisture and land or sand fertility by experts

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