

## Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Business peoples, consumers of foreign products	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> Money ,time ,man-power	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSSES &amp; MINUSES</small> Earlier it would take many days and months to deliver goods to distant place now it becomes easy with railways and seaways	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <span>PR</span> <small>+ ITS FREQUENCY</small> Delay in importing/exporting goods due to port congestion Loss in their business due to loss of customers	<b>9. ROOT / CAUSE OF PROBLEM</b> <span>RC</span> Port is booked to more than its capacity Delays caused due to bad weather Industrial actions/strikes	<b>7. BEHAVIOR</b> <span>BE</span> <small>+ ITS INTENSITY</small> Some cargo owners are bypassing the ports congestion in major gateways by chartering small vessels, or to move containers to small ports that handle break bulk	
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span> To move towards other ways of transport. Have to air freight some goods which are needed immediately	<b>10. YOUR SOLUTION</b> <span>SL</span> Look for alternative port. Digitilize port increases efficiency. Sensors placed at ports to avoid potential dangers.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> They file complaints and protest against government to take necessary action or do remedy steps	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> Before -Insecure,lost After- confident,incontrol			



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 Designed by Daria Nepriakhina / [ideahackers.nl](https://ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

