Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Drivers,Passengers,Motorists

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.

1. Budget problem.
2. Pressure of how it will be received by the public.

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

Send a petition to the collector to improve the lighting and rain water draining system for the roads

Explore AS, differentiate

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

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. When there is high traffic, road diversions can be signalled through these signboards.

2. When the weather condition is extreme i.e heavy rains, typhoon, storms etc. The roads will be slippery so the speed limit can be shown on the signboards

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.(i) Too many vehicles
   (ii) Roads being narrow.
2. (i) No proper draining system on the road.
   (ii) Less no street lights on the road.

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)

Directly related: Tries to find a solution to prevent these problem.

Indirectly related: Tries to go slowly during extreme weather conditions and tries to avoid the road by knowing the accurate time the road will have high traffic.

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

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.

1. Time is wasted while waiting in traffic.
2. A lot of accidents occur cause of the weather condition.

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.

Before: Frustrated cause of traffic.
After: Frightened cause of slippery roads.

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.

By making signs with smart connectivity for better road safety using IOT Watson, Node MCU

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

People post on social media about the problems they faced while on the road which may lead to it trending and the Government taking action faster

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

Awareness about this issue can be made by giving out fliers, sending petitions, doing rallies etc.

Extract online & offline CH of BE

★ AMALTAMA