

Problem-Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

Define CS, fit into CC

CUSTOMER SEGMENT(S)

Who's the customer?

- People who are smoking
- People with high blood pressure
- People with high cholesterol
- Patient who has diabetics
- People who have chest pains, chest discomfort
- Patient who are exceed weight
- People who lack physical exercise

CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

- Less knowledge about heart diseases
- Less hope in treatment
- Complex symptoms
- Economical background
- Psychological problems
- Negative thoughts of the customer

AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

- Quit smoking
- Get testing cholesterol regularly
- Eating healthy foods
- Diabetic patients
- Regular physical exercise
- If found heart diseases then proper medication should be taken

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

JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done is addressed to the customers?

- Lives depending on medical support
- Financial insecurity
- Shortness of breadth
- Chest pain, chest pressure

PROBLEM ROOT CAUSE

What is the real reason for the problem? What is the need for this job?

- Lack of exercise, obesity and smoking
- Fatty plaques in the arteries
- Problem in the heart affects the whole body

BEHAVIOUR

What does your customer do to address the problem and get the job done?

- Don't have a knowledge about heart diseases.
- Lack of hope in treatment.
- Multi complex symptoms.
- Economical background.
- Psychological problems
- Lack of positive thoughts of the customer.

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