Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- Policy analysts
- Economics students and educators
- Citizens interested in global economic transparency

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.

- Time limitations for data exploration
- Lack of technical background
- Preference for simple, guided insights
- Device limitations (e.g., mobile-first users)

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

- Excel-based charts and PDFs (limited interaction)
- Static dashboards from global financial databases **Pros**: Access to raw data **Cons**: No narratives, poor accessibility, lack of engagement

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.

- Understand and compare economic freedom across countries
- Identify patterns across regions and time
- Communicate insights visually in policy or academic settings

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.

- Most economic freedom datasets are published in static formats, making them inaccessible to non-experts. The lack of interactivity and storytelling makes it difficult to draw insights or apply findings.

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)

- Search for visual dashboards or summaries online
- Use spreadsheets or slides to make sense of indicators
- Compare scores manually in academic or policy research

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.

- Government reports or publications featuring economic indicators

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: Confused, overwhelmed by raw data, disinterested
After: Confident, informed, curious to explore more

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.

An interactive Tableau dashboard with:

- Region and indicator-level filters
- Country summary cards and clustering
- Narrative captions and AI-enhanced insight blocks

8. CHANNELS of BEHAVIOUR — CH

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

ONLINE: Google searches, Tableau Public, GitHub, news articles

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

Preferred Online

Extract online & offline CH of BE

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