Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
Consumers, Policy makers, Energy providers

Residential consumers (budget-conscious households).

Policymakers (urban planners, energy regulators).

Energy providers (utility companies, grid managers).

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.

Consumers: Low tech literacy (solution: simple UI with icons).

Policymakers: Bureaucratic delays (solution: pre-loaded datasets).

Providers: Legacy systems (solution: Tableau Cloud integration).

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

Current: Excel reports, generic energy-saving tips.

Gaps: No interactivity, no personalization, slow updates.

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.

Consumers: "Reduce bills without sacrificing comfort."

Policymakers: "Design equitable energy policies faster."

Providers: "Prevent grid overloads proactively."

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.

Data opacity: Raw usage stats are inaccessible/noisy.

Tool fragmentation: Excel/PDFs lack interactivity.

Behavioral inertia: No nudges to change habits.

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)

Current:
Consumers ignore paper bills.
Policymers rely on annual reports.
Providers react to outages (not predict).

Solution-Driven:
Tableau mobile alerts → Immediate action.
Policy sandbox → Simulate before implementing.

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.

Consumers: Spike in monthly bill (>20% vs. neighbors).
Policymakers: News about rural energy poverty.
Providers: Seasonal demand surges causing blackouts.

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.

Frustration (consumers), Overwhelm (policymakers), Anxiety (providers).
After:
Empowered (consumers), Confident (policymakers), Proactive (providers).

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.

Interactive Tableau Suite:
"My Energy IQ" Dashboard (Consumers):
Real-time usage vs. benchmarks,Gamified savings goals.
Policy Simulator (Policymakers):
Drag-and-drop solar subsidy scenarios.
Grid Pulse (Providers):
ML-powered peak demand alerts (Tableau + Python).

Novelty:
First tool combining predictive analytics + behavioral nudges + multi-stakeholder views.

8. CHANNELS of BEHAVIOUR — CH

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

Consumers: Utility apps / social media comparisons.
Policymakers: Government data portals.
Providers: Internal BI systems.

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

Consumers: Smart meter displays.
Policymakers: Workshops with Tableau demos.

Extract online & offline CH of BE

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