Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?

Students and avid book readers

6. CUSTOMER   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.

- Limited budget
- Basic smartphone access
- Unstable internet in remote areas

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

- Amazon (broad selection but overwhelming UI)
- Local bookstores (limited variety)
- Flipkart (limited to certain genres)
Book Nest Advantage: Simpler UI, book-focused, tailored to readers

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.

i.e. Difficulty finding specific books in local stores. And Lack of personalized recommendations

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.

- Overcrowded e-commerce platforms
- Lack of student-targeted book discovery tools

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)

- Frequently searches online for books
- Checks reviews before buying
- Follows book influencers

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 neighbor installing solar panels, reading about a more efficient solution in the news.

i.e. Upcoming exams or reading deadlines and Desire to explore new genres

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, confused, indecisive
After: Satisfied, confident, motivated to read 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 behavior

.- Clean UI for exploring books
- Smart search + filters
- Wishlist/cart integration
- Personalized recommendations
- Affordable price listings for students

8. CHANNELS of BEHAVIOUR   CH

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

Online: BookNest, Google Search, YouTube Reviews

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

Offline: Book fairs, college book stalls

Extract online & offline CH of BE

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