Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Business Analysts, Non-technical Managers, Startup Founders, Students learning, SQL, SMEs handling databases, Data-driven teams

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

Lack of SQL knowledge, Limited budget, Time pressure, Fear of database errors, Dependency on IT teams

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

Manual SQL coding, Hiring developers, Basic query builders, Searching online tutorials

Limitations: Time-consuming, Expensive, Error-prone

Explore AS,

Focus on J&P, tap into BE, understand

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.

Retrieve data quickly, Convert business questions into SQL, Generate reports without coding, Reduce dependency on developers, Understand insights easily.

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.

SQL complexity, Complex database relationships, Skill gap between business & tech teams, Increasing reliance on data

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)

Direct: Ask developers, Copy SQL online, Trial & error, Use Excel

Indirect: Enroll in SQL courses, Watch tutorials, Use reporting dashboards

Focus on J&P, tap into BE, understand

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.

Urgent reporting deadlines, Management requesting insights, Frequent SQL errors, Growing business data, Exposure to AI tools

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, Dependent, Stressed

After: Confident, Empowered, Independent, Productive

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.

AI-powered SaaS app that converts natural language into optimized SQL queries, understands schema context, executes safely, displays results in dashboard, works under 3 seconds

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

Online: Google, LinkedIn, YouTube, SaaS platforms, Developer forums

8.2 OFFLINE

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

Offline: Offices, Colleges, Workshops, Training institutes

Extract online & offline CH of BE

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