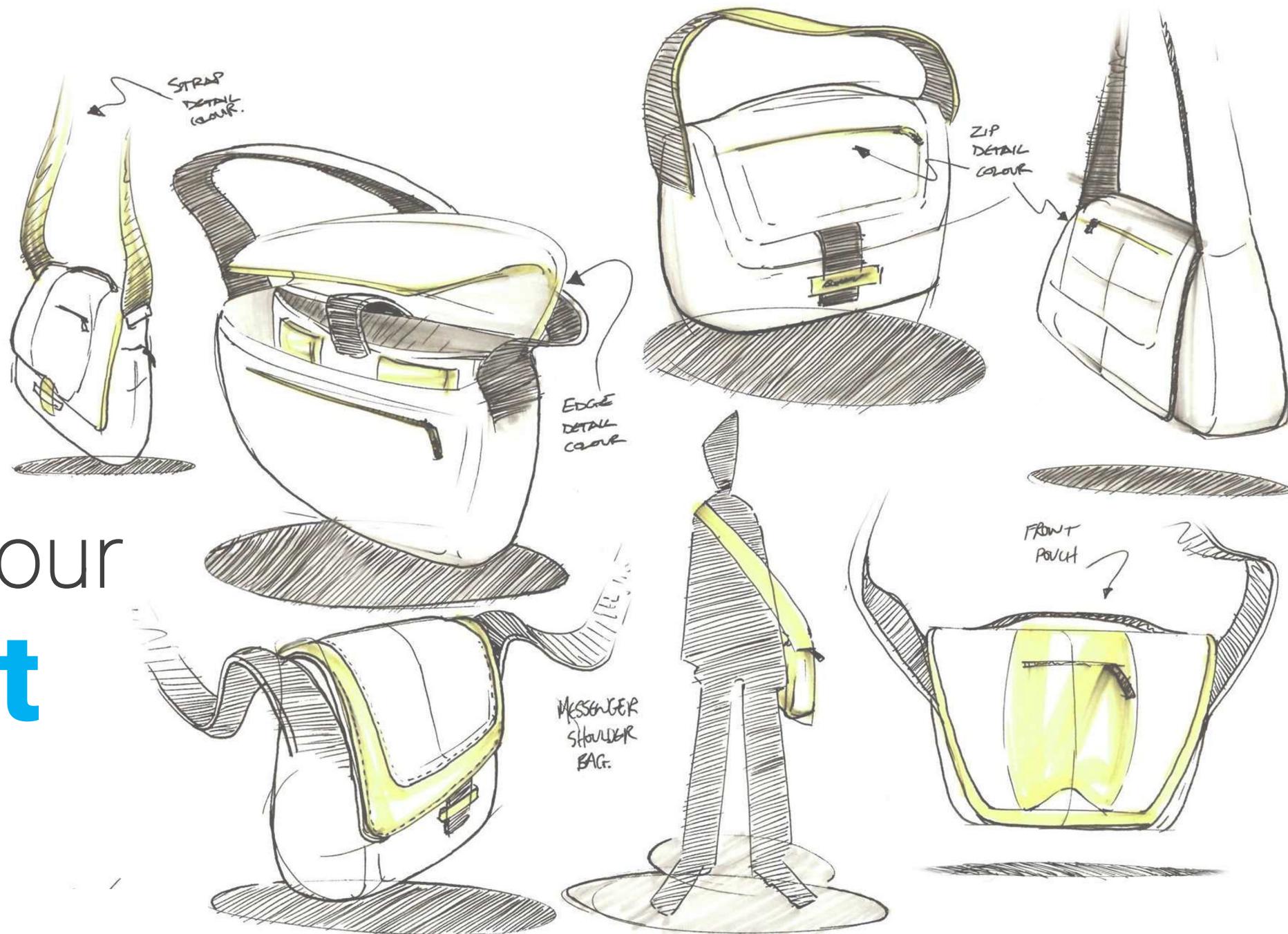


Phase 1: The Problem/Solution Fit

Start Up in ICT /5

Defining your **Product**



Companies start from a Problem worth Solving



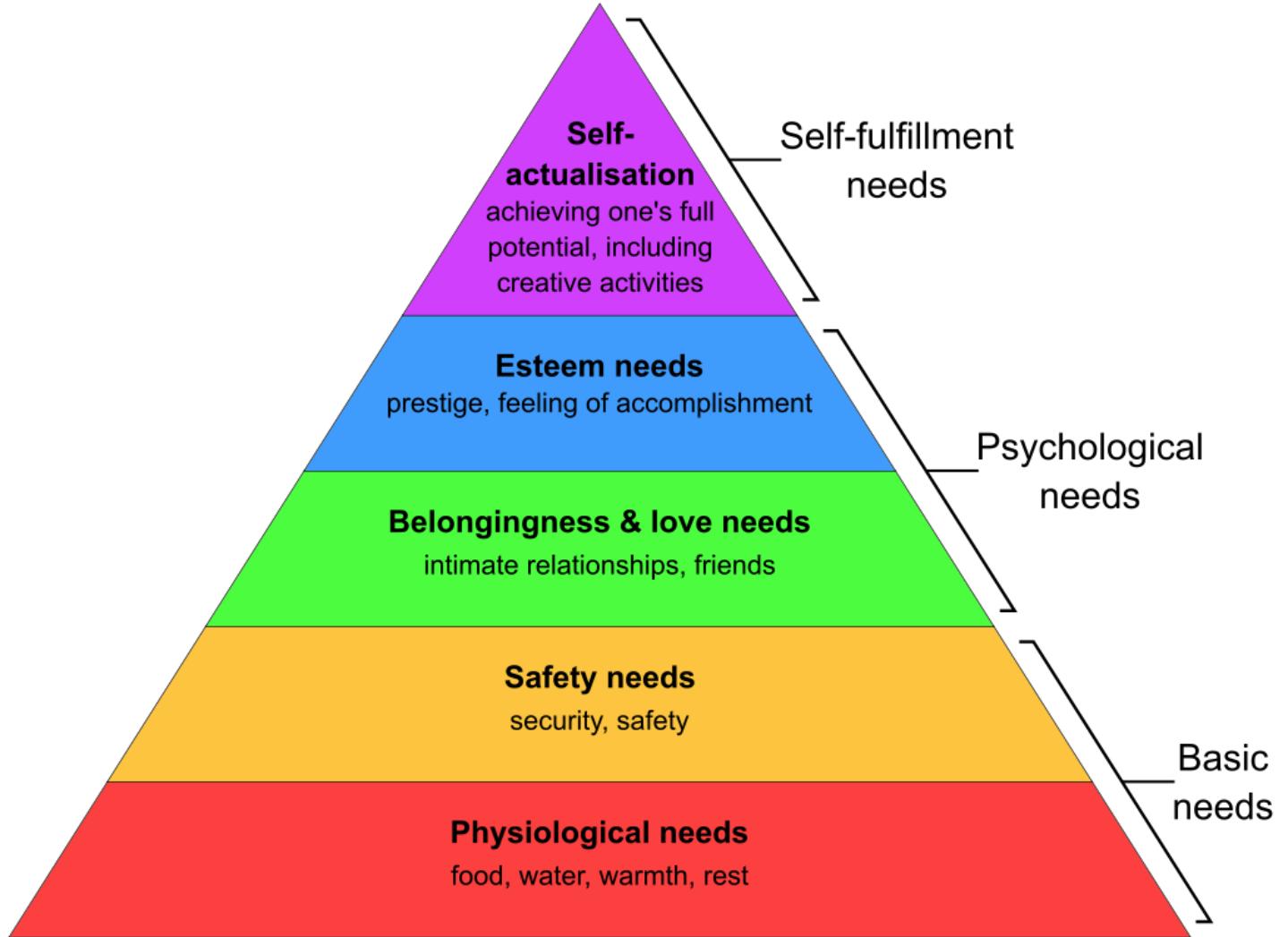
“ the Product is the Final Destination of a path, it's never the Starting Point ... Nail down the inner Motivational factors, somebody's Pain Points identification is the Beginning.”

Steve Blank
Stanford University, U.C. Berkeley, Columbia

Maslow's hierarchy of Needs (aka "the Pyramid")

Abraham Maslow
(American psychologist, 1943)

Even if Maslow himself never draw it as a Pyramid, his theory on "Human Motivation" and the related concepts have been widely used in all fields to express the way we deal with needs and aspirations, giving different priorities to different type of needs.



The Three Fundamental Steps

~~I have this wonderful idea!~~

I may have the intuition of a need

Problem / Solution Fit

Market / Product Fit





B DESIGN

CH #2

L logo

company

ABOUT US

contact info

corporate graphic

responsive design
for mobile





Ilia Zelenkin

Head of Product & Service Innovation
Nokia Global Care

Lecture on Radical Innovation, October 2018

« I was among the hundreds of winners of the stage 1 in Nokia new Innovation Acceleration Program. Each one of us was given a € 20.000 discretionary fund to spend in any way we wanted in order to get back to the Innovation Committee, present our results and pass to stage 2, where we would have won € 250.000 to do our first product demonstrator.

All of the others immediately ran to their laboratories and started working at their products or solutions by coding at the computer – I was the only one spending my money traveling around Europe meeting customers. Even randomly.

I was among the four projects, out of hundreds, the passed to stage 2»

Creating your **Product**



It's all about market
and people, not
about products and
technology.

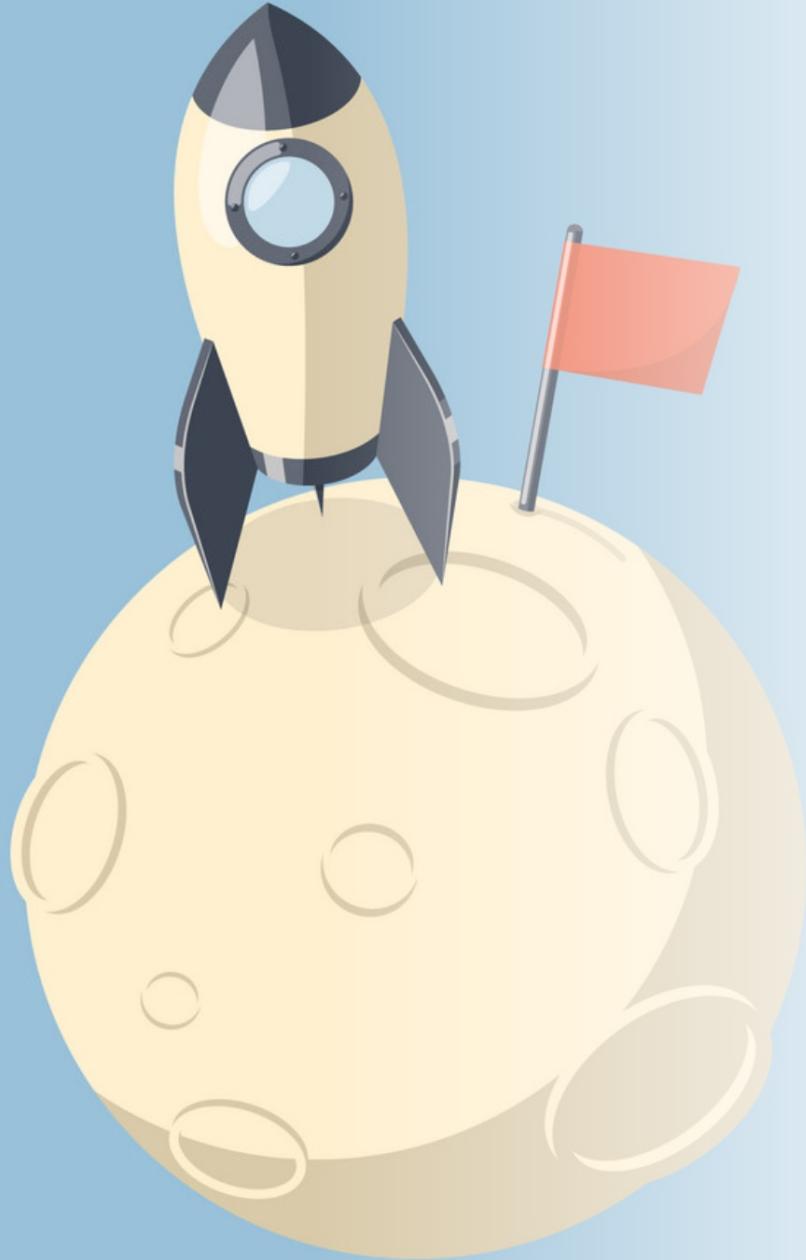
Option 1

The Product
Development Model:
the Path to Disaster.

**Where is the
Customer??**



Option 2



The Customer Development Model: the Path to Epiphany.

The Four Steps to Epiphany, Steve Blank, 2006

Your **Value Proposition**

The Key mindset in defining your Value Proposition is focusing on **a real problem to be solved** rather than on a technical solution which is really really cool.

... which is a radical shift from the typical mindset of technical oriented people.

...your **Key Value Proposition**

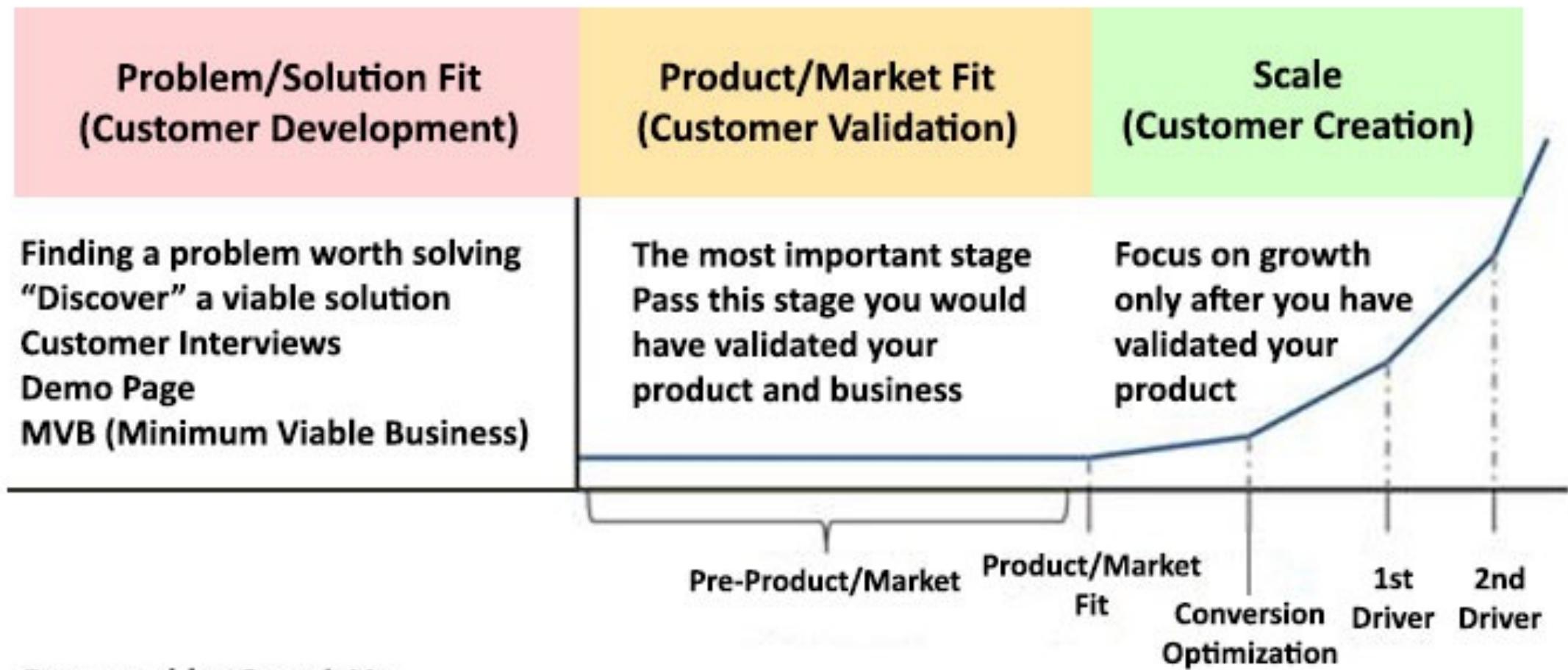
The Key Value Proposition is Validated following two fundamental steps:

- Problem/Solution Fit
- Market/Product Fit

And then, scale up as fast as you can.

Ready for **Takeoff**

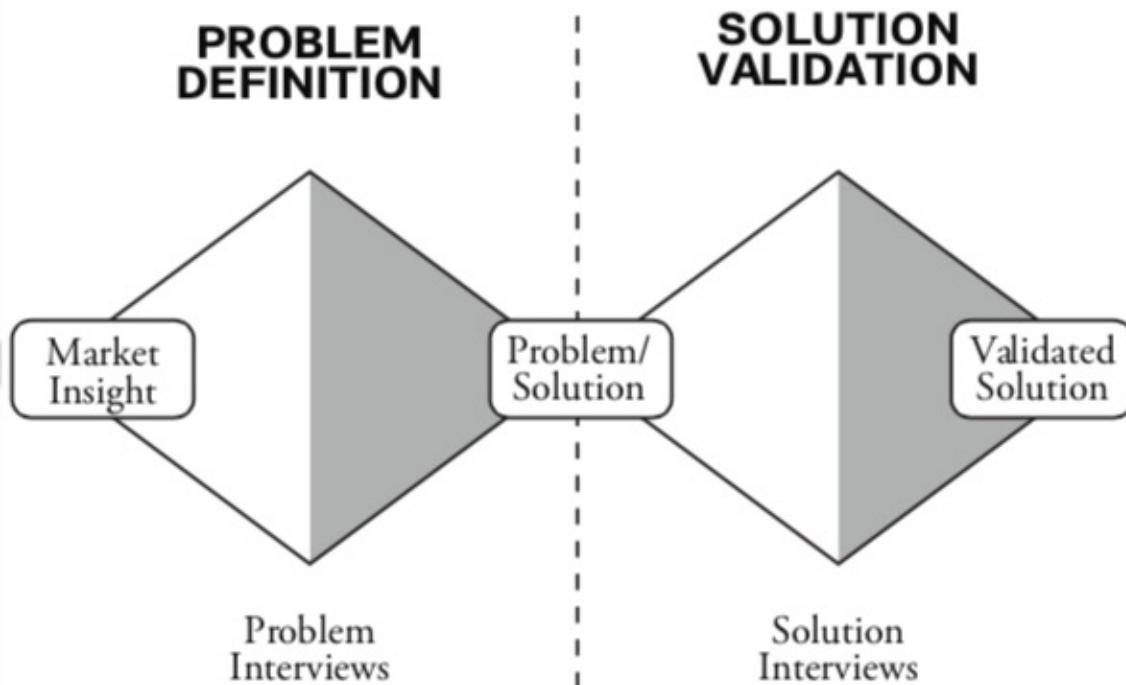
3 Stages of a Startup



Problem/Solution fit **Validation**

Problem/Solution Fit: being sure that the problem you identified is the real one («the five whys rule») and that the solution you are thinking at is the best one.

Magic Tools: the Double Diamond



Magic Tricks:

- The «Five Whys» Rule.
- Look for Delight.
- Follow strong signals, not strong numbers.
- Never think at the product.
- The «invalidation» method.
- Canvases.
- Experiments.

Tricks & Tools: **Delight**

Make something
people want.

It's all about
creating an
Experience
people love.



Delight the (early) Customers.

Be insanely obsessive about that.

Solve it For The Customer (SFTC).

Automate.

Deliver Fast.

Iterate.

Make them love the product.
Do not engage with customers
you're not justifiably confident you
can delight

Better to have **100** customers who
Love your product than
1,000,000 users who
Like your product...

Paul Graham, YCombinator

Tricks & Tools: **Early Evangelists**

Introducing Early Evangelists

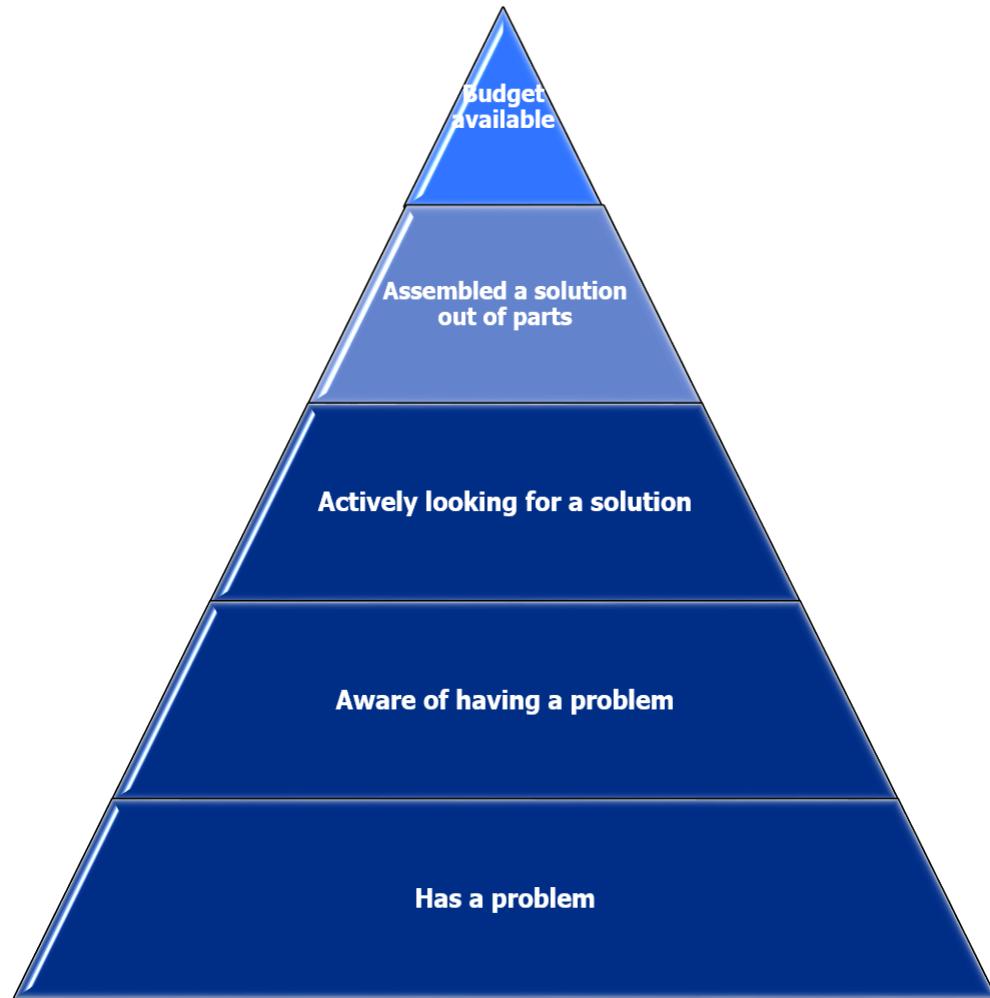
Who would buy a non-existent product?

Yes?

You may be an **Early Evangelist.**

Early-Evangelist Profile.

1. Early adopters, who **buy unfinished** and **untested products** because they want to be 'first' to:
 - **build a competitive edge**
 - **be glam**
2. Leaders, **with technical competence** on **how to use new solution to existing problems they face**
3. Those **willing to make a leap of faith** and buy an early solution
4. Enthusiasts, who **spread the good news** about the product, **for others to follow**



Tricks & Tools: **Canvases**

Introducing **Canvases**

Particularly trendy and well known among startppers, Canvases are invaluable tool that help having the «big picture» in mind, focusing on some Key aspects and making sure everything is “covered”

They are normally simple A4 diagrams to fill out.

Introducing **Canvases**_{/2}

We will use some Canvases during the course, and will focus on the Lean Canvas by Ash Maurya, where you may be requested to describe your startup model.

Note: Canvas are invaluable tools, they don't resolve anything – you have to do the work!

Problem Solution Fit Canvas

Problem-Solution Fit canvas

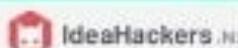
Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER LIMITATIONS (e.g. BUDGET, DEVICES)	CL	5. AVAILABLE SOLUTIONS PROS & CONS	AS
Define CS; fit into CL					Explore AS; difference
2. PROBLEMS / PAINS - ITS FREQUENCY	PR	9. PROBLEM ROOT / CAUSE	RC	7. BEHAVIOR - ITS INTENSITY	BE
Focus on PR; tap into BE; understand RC					Focus on PR; tap into BE; understand RC
3. TRIGGERS TO ACT	TR	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOR	CH
Identify strong TR & EM				ONLINE	Extract online & offline CH of BE
4. EMOTIONS BEFORE / AFTER	EM			OFFLINE	

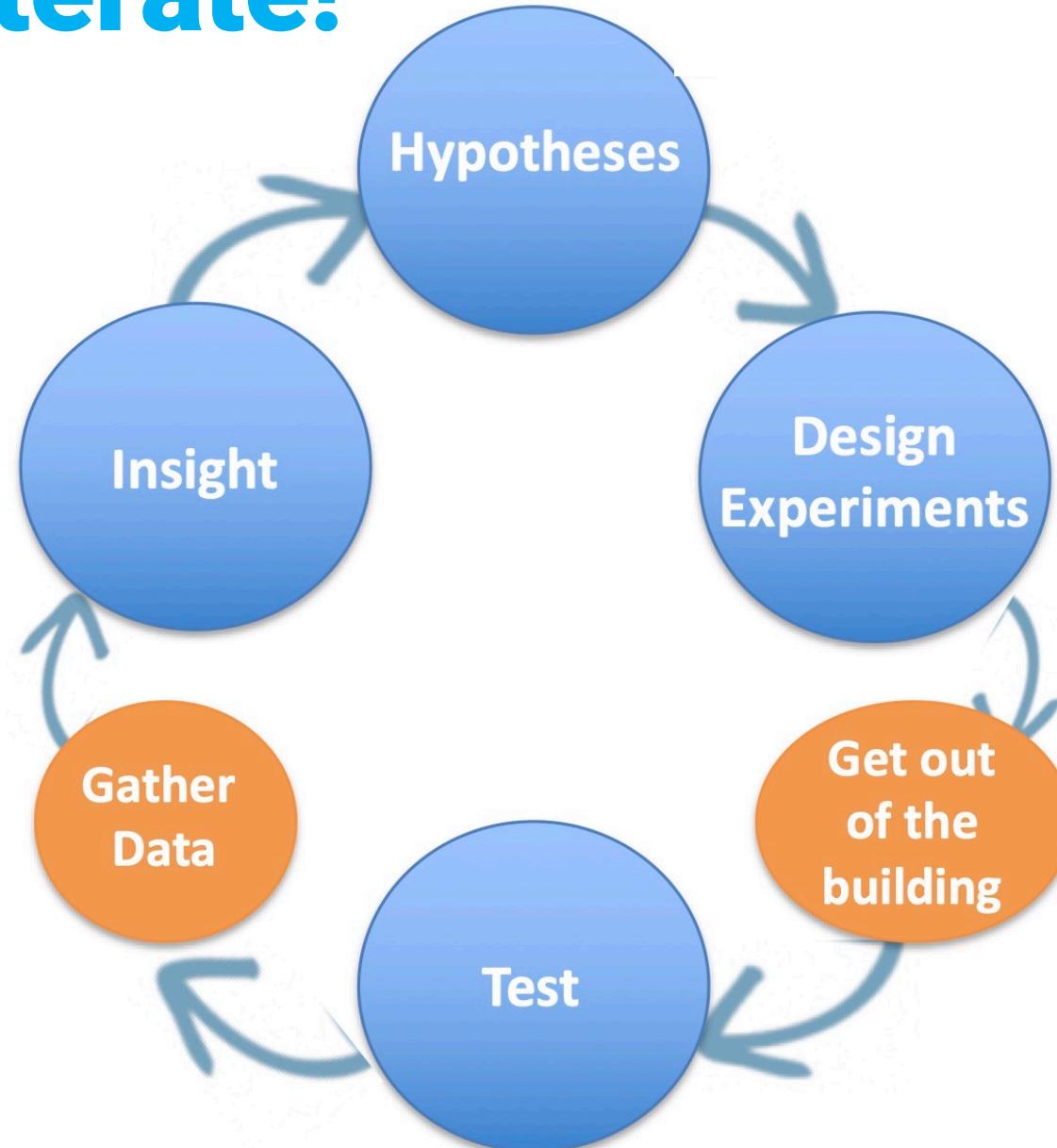


Problem-Solution Fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.
Designed by Daria Negrini (china) / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

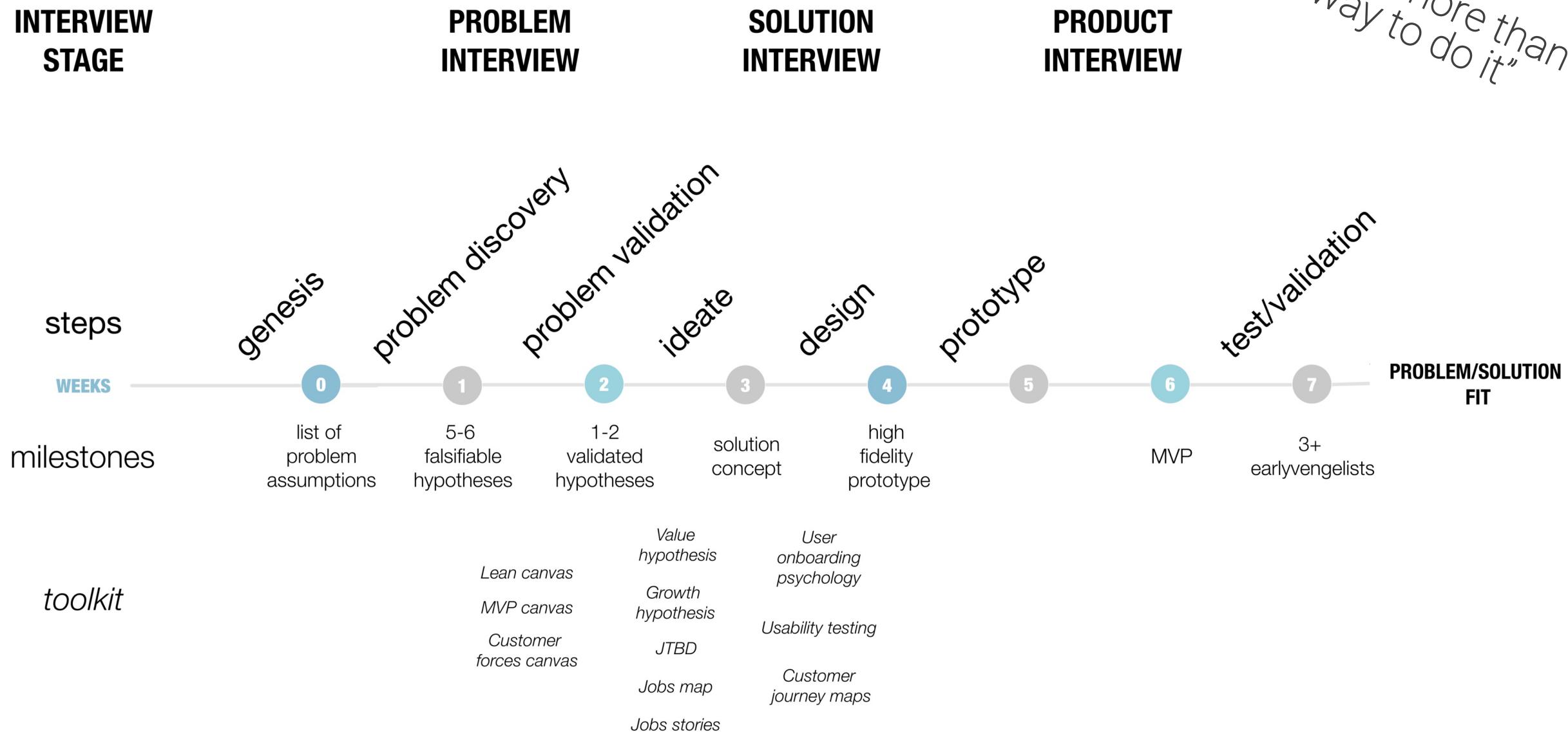


Tricks & Tools: **Experiments**

Experiment & **Iterate!**



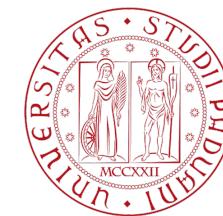
PROBLEM/SOLUTION FIT





StartUp in ICT
University of Padua
February-June, 2024

WhatsApp group



MEI

Fabio d'Alessi
fabio.dalessi@unipd.it
338 3518240