

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

Define CS, fit into CC

Focus on J&P, tap into BE, understand

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

1. CUSTOMER SEGMENT(S)

CS

- 1) Urban citizens
- 2) Environmentally conscious users
- 3) Data analysts and researches

6. CUSTOMER CONSTRAINTS

CC

- 1) Lack of time or technical skills
- 2) No awareness of existing tools
- 3) Limited digital literacy

5. AVAILABLE SOLUTIONS

AS

- 1) City complaints portals
- 2) Reading full PDFs manually
- 3) Posting on social media for awareness
- 4) Google searches

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- 1) Need to understand lengthy policy documents quickly
- 2) Need help reporting civic/environmental issues
- 3) Language or accessibility barriers to official information

9. PROBLEM ROOT CAUSE

RC

- 1) Overload and fragmented civic data and policies
- 2) Lack of user-friendly, accessible tools for sustainability

7. BEHAVIOUR

BE

- 1) Use mobile/web tools for quick info
- 2) Ask questions on forums
- 3) Read translated summaries

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

- 1) News about pollution alerts
- 2) City campaigns for smart initiatives

4. EMOTIONS: BEFORE / AFTER

EM

Before: overwhelmed by data
After: Informed, empowered to act

10. YOUR SOLUTION

SL

- 1) Extracts and summarizes PDF policies
- 2) Translates responses into local languages
- 3) Generates actionable eco-tips for citizens
- 4) Enables voice-based interaction

8. CHANNELS of BEHAVIOUR

CH

8.1 Online:
1) Streamlit app
2) City websites

8.2 Offline:
1) Community centers
2) Eco workshops

Extract online & offline CH of BE



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