

# Problem-Solution Fit canvas

Purpose / Vision

Version:

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



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.  
Designed by Daria Nepriakhina / [ideahackers.nl](https://ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

