

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids This is your customer** Busy travelers, frequent flyers, families planning vacations, and business professionals who need to book flights efficiently.	6. CUSTOMER CONSTRAINTS 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. Budget limitations. - Lack of trust in online booking systems. - Poor internet connectivity. - Limited payment options.	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 Direct booking through airline websites. - Traditional travel agencies. - Other online travel agencies (e.g., Expedia, Kayak).	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which job-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. What job-to-be-done or problems do you address for your customers?** - Quickly finding and booking flights. - Comparing prices and flight options. - Managing bookings (cancellations, rescheduling). - Ensuring a seamless travel experience.	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. Fragmented information across platforms. - Lack of transparency in pricing. - Time-consuming booking processes	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) What actions do customers take to address the problem?** - Search for flights on multiple platforms. - Read reviews and compare prices. - Book last-minute deals or plan far in advance.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e. advertisement on mobile app installing solar panels. - Recommendations from friends or colleagues.	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. Flight Booking System:** Aggregates flight options, provides real-time price comparisons, and offers a user-friendly interface for quick bookings. - *Unique Features:* Secure payment gateway, 24/7 customer support, personalized recommendations.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Flight booking websites, mobile apps, social media ads.graph text 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Travel agencies, word-of-mouth recommendations	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. *Before:* Stressed about finding the best deals, overwhelmed by options. - *After:* Relieved, confident in their choices,			



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