

Problem-Solution Fit canvas

Purpose / Vision

Version:

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|-------------------------|---|--|--|-----------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS <p>Our primary customers are individuals who face issues with services or products and need a simple way to file and track complaints. Secondary users include agents who resolve those complaints and admins who manage the system. The platform serves both mobile and web users for wider accessibility.</p> | 6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL <p>Some users may have limited technical skills, poor internet access, or language barriers, making it hard to use traditional digital complaint platforms.</p> | 5. AVAILABLE SOLUTIONS PROS & CONS AS <p>Traditional in-person complaint counters Helpline numbers and email support systems Basic online grievance portals with limited features Social media platforms for raising public complaints</p> | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS + ITS FREQUENCY PR <p>Users face delays and no proper updates after submitting complaints No direct way to communicate with the agent handling the issue Lack of transparency and real-time tracking Insecure or unorganized complaint systems cause loss of trust Users often feel ignored and frustrated due to poor resolution flow</p> | 9. PROBLEM ROOT / CAUSE RC <p>The root cause is the lack of a centralized, transparent, and user-friendly system for handling complaints. Traditional systems are slow, unresponsive, and don't offer real-time updates or direct communication with support agents. Traditional complaint systems are manual, slow, and often lack proper tracking mechanisms. There's no real-time communication between users and agents, and updates are rarely shared. Many systems are not user-friendly or accessible, especially for non-technical users. This results in poor trust, low engagement, and unresolved complaints.</p> | 7. BEHAVIOR + ITS INTENSITY BE <p>Customers usually try calling support, sending emails, or posting complaints on social media. They often follow up repeatedly when there's no response and may abandon the process if it takes too long or feels ineffective.</p> | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR <p>Users are motivated to act when their complaints are ignored, delays cause frustration, or they need a faster, more transparent way to resolve urgent issues. Recommendations or seeing others use the platform can also trigger usage.</p> | 10. YOUR SOLUTION SL <p>ResolveNow is a centralized online platform that lets users easily register complaints, track their status in real-time, chat with assigned agents, and receive timely updates—ensuring a faster, transparent, and user-friendly resolution process.</p> | 8. CHANNELS of BEHAVIOR CH <p>ONLINE Users visit websites, use mobile apps, or post complaints on social media. They expect quick responses, real-time tracking, and easy interfaces.</p> | Extract online & offline CH of BE |
| | 4. EMOTIONS BEFORE / AFTER EM <p>Users often feel frustrated, ignored, or helpless due to poor complaint handling. When using ResolveNow, they feel more relieved, empowered, and satisfied as their issues are acknowledged and resolved efficiently.</p> | | <p>OFFLINE Users visit offices, fill out forms, or call helplines. They face long wait times, lack of updates, and limited access to complaint status, often leading to frustration or drop-off.</p> | |



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