













## Problem-Solution Fit Canvas 2.0

|  <b>Customer Segment(s)</b><br>Describe your target customers (age, interests, job, location, etc.).   |  <b>Jobs-To-Be-Done / Problems</b><br>List the tasks customers are trying to accomplish. What problems or pain points do they face?       |  <b>Triggers</b><br>What events or situations trigger this pain or need?   |  |  |   |   |
|---|--|--|--|--|---|---|
|  <b>Emotions: Before / After</b><br><table border="1"> <tr> <th>Before</th> <th>After</th> </tr> <tr> <td colspan="2">           How do customers feel before encountering your solution?<br/>           How do they feel after using it?         </td> </tr> </table> | Before   | After  | How do customers feel before encountering your solution?<br>How do they feel after using it? |  |  <b>Available Solutions</b><br>What solutions do they currently use? (Direct and indirect competitors) |  <b>Available Solutions</b><br>What solutions do they currently use? (Direct and indirect competitors). |
| Before  | After  |  |  |  |   |   |
| How do customers feel before encountering your solution?<br>How do they feel after using it?  |  |  |  |  |   |   |
|  <b>Customer Constraints</b><br>What limitations or barriers prevent customers from solving the problem. (Budget, time, knowledge, etc.).  |  <b>Behaviour</b><br>How do customers currently solve or work around the problem? (Actions, habits).                                      |  <b>Problem Root Cause</b><br>Identify the underlying cause of the customer's pain point. Why does this problem exist? |  |  |   |   |
|  <b>Channels of Behaviour</b><br>(Online & Offline)  |  <b>Channels of Behaviour (Online &amp; Offline)</b><br>Specify where and how customers search for and discover solutions or information. |  <b>Your Solution</b><br>Describe your product or service and how it solves the customer's problems.                  |  |  |   |   |

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