Problem sizing

1 Problem
Which problem or pain did you discover?

Users did not have accurate data about visitor count.

5 Evolution: Boosters

› 1.Most businesses need such insights during local festive seasons.
2.Economic growth further increases sales and theregore boosts the problem size.

2 User segment (# users)

› 1.Yes, the problem affects a majority of users in the market around 10million. Especially local users that aren't part of a chain or franchise.

10,000

X

3 Frequency (# times/user)

› 1. The problem occours quiet often.
2. On a yearly basis it occours at least 60-100 times especially during festive season

80

X

4 Severity ($/time)

› 1. Users pend around Rs. 700 every time to reduce the problem.
2.Solving the problem can save user upto Rupees 1 Lakh per year.

700

Rs. 56 Crore/Year

= Annual problem size

6 Evolution: Setbacks

› 1. Pandemics can cause a decline in the rate.
2. Economic slowdown and emergence of online stores.
3. Setbacks when it isn't a peak season.

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board of innovation

About this tool
The "Problem sizing" template is designed to help you make a quick guesstimate regarding the value of a specific user problem. No complicated excel spreadsheets that are tweaked until they show a billion dollar opportunity but a simple tool that forces you to agree on a couple of key assumptions.

Keep adjusting the template after you (in)validated those assumptions. If there is a validated problem size we can start thinking of solutions to solve these problems.