

Problem-Solution Fit canvas

Purpose / Vision

Version:

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



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