

Problem/Solution fit canvas

Assess if you have a solution that solves a major problem for a specific customer segment before going deeper into product development and market entry.

Company:

Date:

Version:

3. Customer segments

List your target customers and users.

1. Problem

What problem do you solve? Why is it a problem & how often does it occur?

2. Your solution

List a specific product, service or idea.

5. Usage

How will customers use the product to get value?

7. Key metrics

List the kpi's that tell you how your business is doing?

6. Channels

How will customers discover, learn to use, and adopt your solution?.

4. Available solutions

How do users address these problems today? List competitive products.

9. Cost structure

How much money and team effort do you budget to solve this problem?

8. Revenue streams

List the sources of revenue

