



The Problems/Solutions/Benefits Canvas

Problems

List 3 problems your clients/customers have?

Customers

Who has the problems?
(Be specific.)

Solutions

What solution(s) do you offer?

Benefits

List 3-5 benefits your users get from your solution(s)?

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TIPS:

Problems: Find the “pain.” The pain is anything that blocks or prevents your customers from completing what they set out to do. Example: The pain in commissioning or buying art is finding an artist and making contact. Identify and list problems that you can solve really well.

Customers: People who experience the “problem / pain” (that your solution solves). “Art Directors” is vague. “Art Directors with sports publications” is better.

Solutions: Specific things your solution does that relieve the “problem / pain.”

Benefits: Specific things that users of your solution get. These can be feelings, events, or other things. Example: “peace of mind,” or “strong visual concepts,” or “distinctive style.”