

THE PROBLEM STATEMENT CANVAS

STARTUP NAME

DATE

VERSION

CONTEXT When does the problem occur?	PROBLEM What is the root cause of the problem?	ALTERNATIVES What do customers do now to fix the problem?
CUSTOMERS Who has the problem most often?	EMOTIONAL IMPACT How does the customer feel? QUANTIFIABLE IMPACT What is the measurable impact? (include units)	ALTERNATIVE SHORTCOMINGS What are the disadvantages of the alternatives?

When [context] occurs, [customer type] who has [characteristic 1] and [characteristic 2], have [problem].

Because of this, they feel [emotional impact], then experience [quantifiable impact].

Currently, they use [alternative] solutions despite [alternative shortcomings]