

# The Problem Lab

**Find Problems Worth Solving**

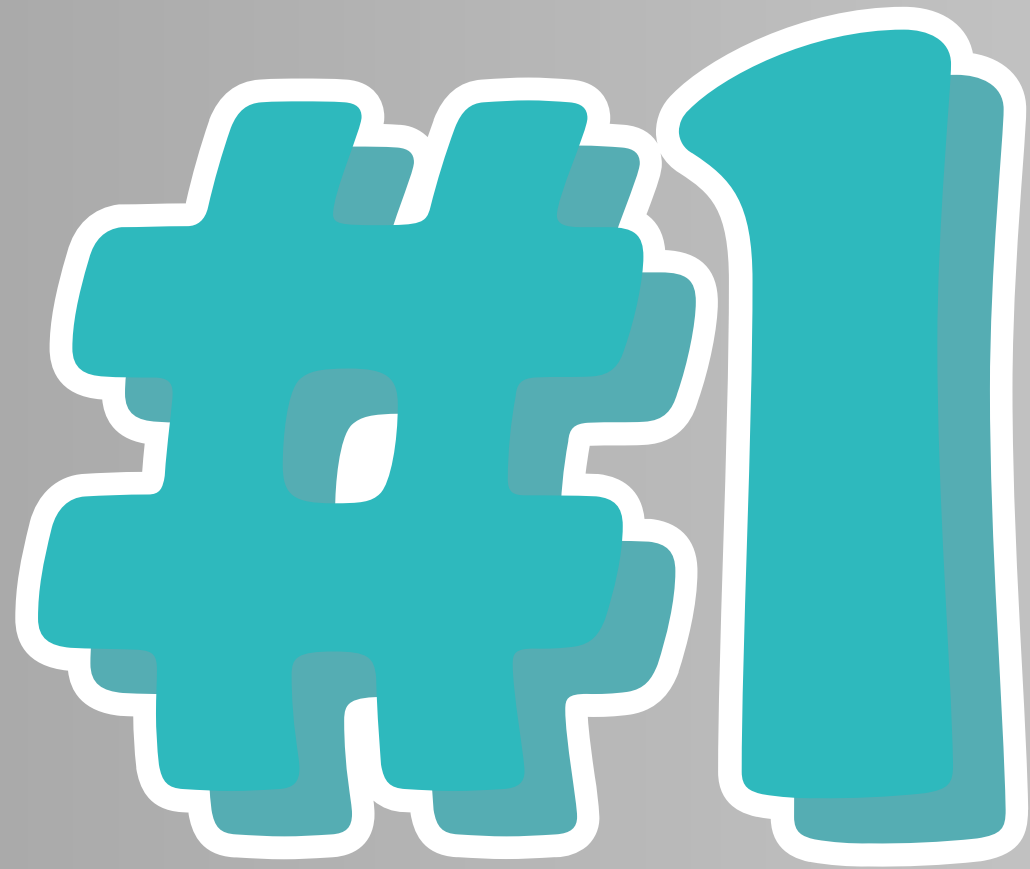




# INTRODUCTION

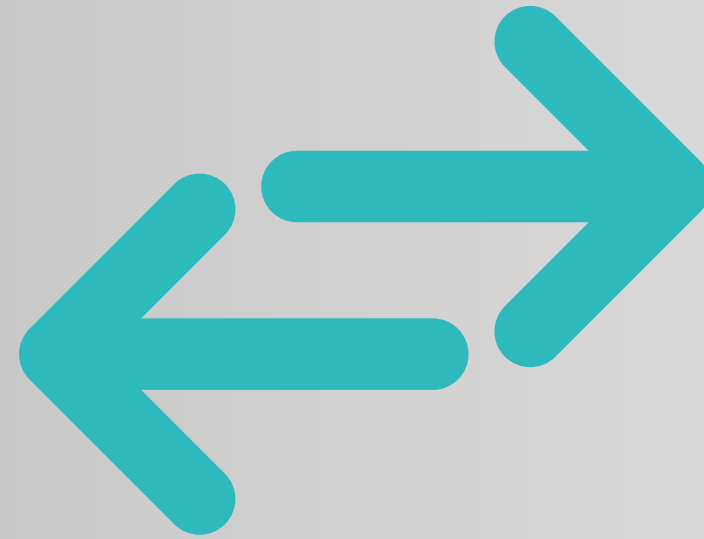
**A majority of startups built fail**  
**9 out of 10**



A large, stylized teal graphic of the number 1 preceded by a hash symbol (#). The graphic has a white outline and a slight drop shadow, giving it a 3D appearance. It is positioned on the left side of the slide.

**The number one reason startups fail is they build something nobody wants.**



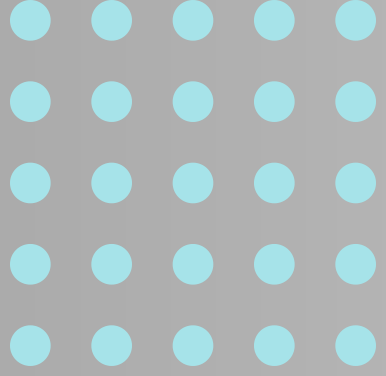


## **Mindset shift:**

From Solution first to Problem first

From Can we build it to Should we build it





# **The Innovator's Blueprint: The Lean Canvas**



# What is a Lean Canvas?



A lean canvas is a one-page business plan that helps you break down your product or business model, question and test your assumptions, and determine if your idea actually has legs.



<div><div>PROBLEM</div><div>List your customers top 3 problems</div></div>	<div><div>SOLUTION</div><div>Outline possible solution for each problem</div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear &amp; compelling message that turns a visitor into a prospect</div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that can't be easily copied or bought</div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users</div></div>
<div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today</div></div>	<div><div>KEY METRICS</div><div>List key numbers telling how your business performance is/will be measured</div></div>	<div><div>HIGH LEVEL CONCEPT</div><div>List your X for Y analogy (e.g. YouTube = Flickr for videos)</div></div>	<div><div>CHANNELS</div><div>List your path to customers</div></div>	<div><div>EARLY ADOPTERS</div><div>List characteristics of your ideal customer</div></div>
<div><div>COST STRUCTURE</div><div>List your fixed and variable costs</div></div>			<div><div>REVENUE STREAMS</div><div>List your sources of revenue</div></div>	



# Lean Canvas Blocks:

1. **Problem:** What are the top problems your customer faces? What are the Existing Alternatives they use today to solve it? (This is crucial!)
2. **Customer Segments:** Who are these customers? Be specific. Who are the Early Adopters—the people who feel this pain most acutely?
3. **Unique Value Proposition (UVP):** Why you are different and worth their attention. A single, clear, compelling message.
4. **Solution:** What are the top 3 features of your product that solve the problems? Keep this minimal for now.





5. **Channels:** How will you reach your customers?
6. **Revenue Streams:** How will you make money?
7. **Cost Structure:** What are your fixed and variable costs?
8. **Key Metrics:** How will you measure success? What is the one metric that matters right now?
9. **Unfair Advantage:** What do you have that can't be easily copied or bought? It's okay if this is blank for now.





# **The Customer's World: The Mindset for Discovery**



# Jobs-to-be-Done (JTBD)



# JTBD

**People don't buy products; they 'hire' them to make progress in their lives.**

As a means to an end. They have a 'job' they are trying to get done, and they are looking for the best solution to hire for that job.



# Your Mission!

Customers are results or outcome driven. Your task as an innovator is to look for a job they are trying to get done (jobs-to-be-done) and study how they are getting it done (existing alternatives) to identify any struggles they face.

**Obstacles = Opportunities**



# **Customer Forces:**

## Why Customers Switch



Existing Situation

Push of the situation

Promote New Choice

Pull of new solution

New Solution

Habits of the present

Anxiety of new solution

Block Change



There are four key forces:

1. **Push of the Current Situation:** What is wrong with their world today? What are the pains and frustrations making them look for something new? (e.g., "My current way of tracking chores is a constant argument.")
2. **Pull of a New Solution:** What is the appeal of a new way? What is the desired outcome they're hoping for? (e.g., "I dream of a system where my kids are self-motivated.")
3. **Anxiety:** What are the fears and uncertainties about a new solution? (e.g., "What if this new app is too complicated to set up?")
4. **Habit/Inertia:** What is holding them back in their current solution, even if it's painful? (e.g., "Giving cash is just what we've always done; it's easy, even if it's flawed.")





A customer will only switch when the **PUSH** and **PULL** are stronger than the **ANXIETY** and **HABIT**.



# Problem Interviews:

**Problem interviews** are the 'backdoor to problems' because you never ask about the problem directly. You get the customer to tell you a story, and the problems reveal themselves in the struggles and workarounds they describe.

**The Mindset:** You are a journalist, not a salesperson. Be curious. Your goal is to learn, not to validate. Your solution is not invited to this conversation.



# Customer Forces Canvas

## 1. Triggering Event

List the conditions that created desire for change

## 4. Consideration Set

What alternative solutions were considered?

## 5. New Solution

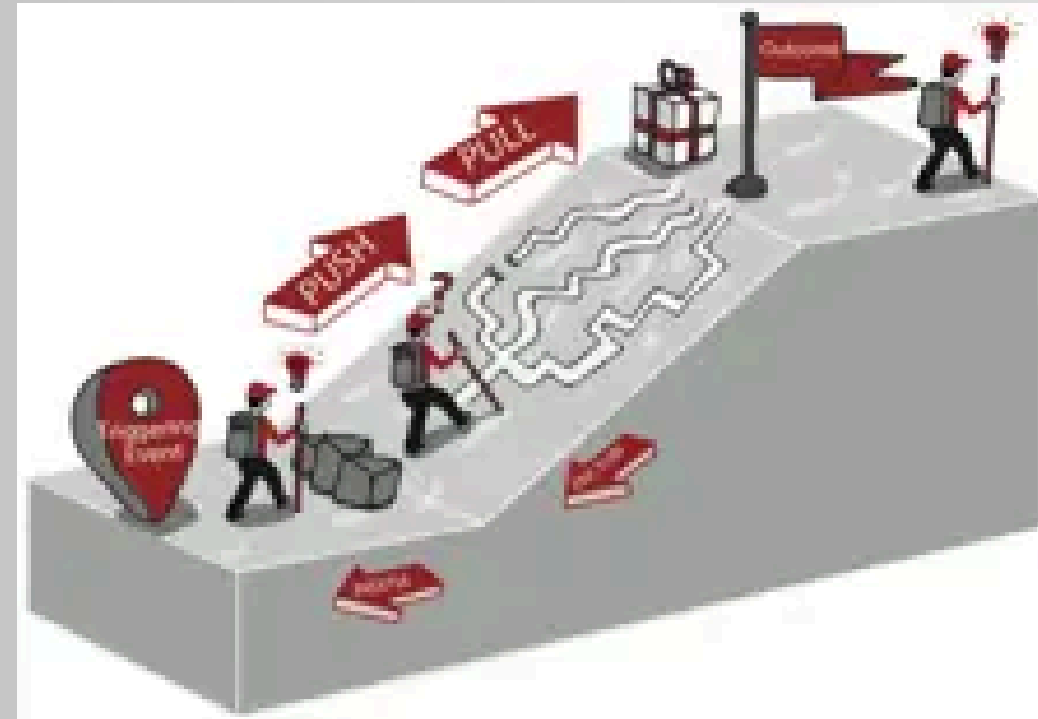
What solution was selected?

## 2. Desired Outcome

How was success first defined?

## 3. Old Solution

What existing solution (if any) was already in place?



Created and Copyright Leanstack

## 8. Actual Outcome

Was the job done?

## 9. Next Summit

What are they going to do next?

## 6. Inertia

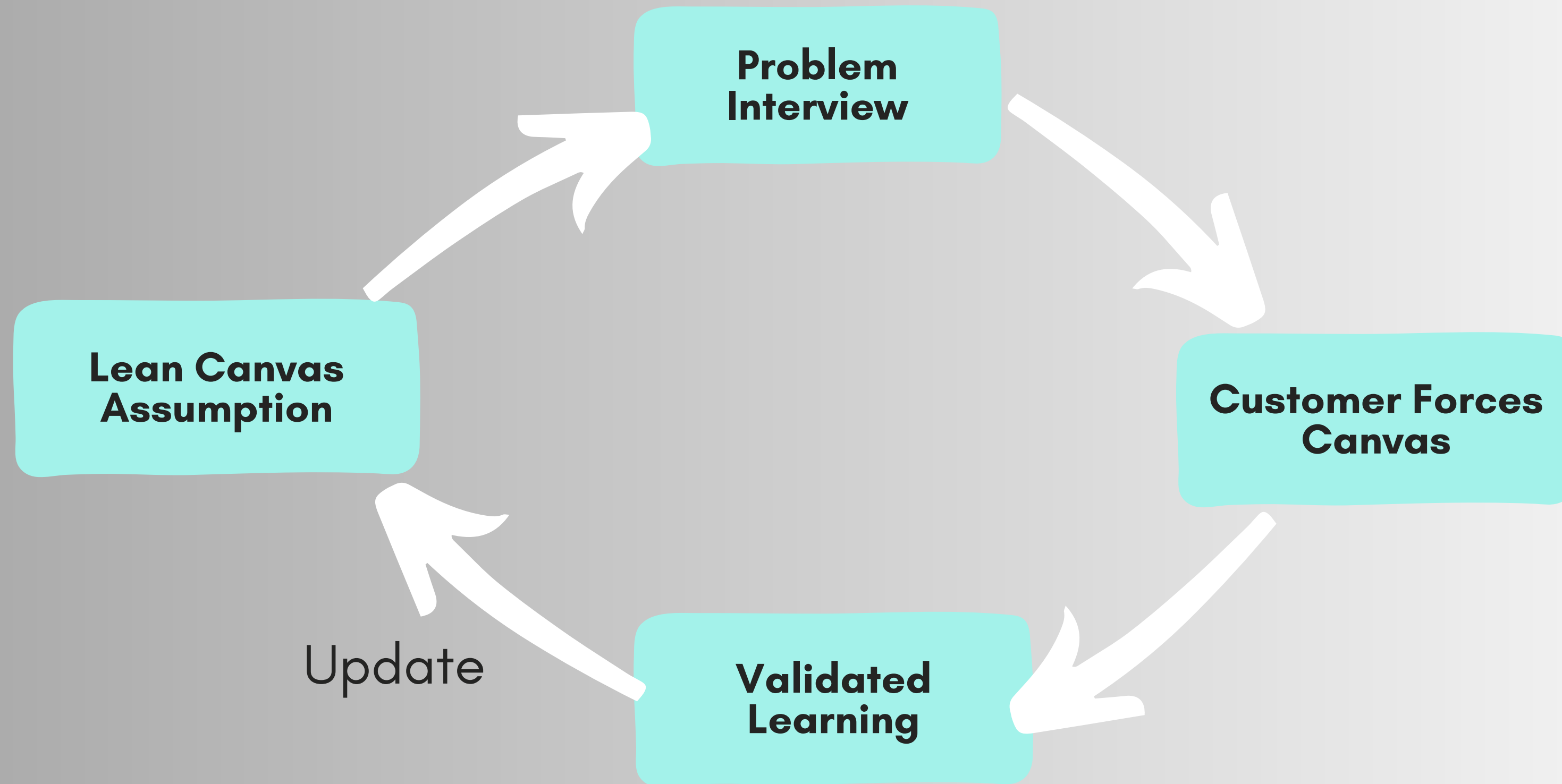
What habits and anxieties held them back at the time of switching to their chosen solution?

## 7. Friction

What habits and anxieties got in the way during usage of their chosen solution?



# The Loop



# Thank You

