


LEAN(ER) CANVAS

Customer/Problem Quadrant - Blank Template

<div>PROBLEMS 4</div> <p><i>List your customers top 3 problems</i></p> <div>TOP 3 PROBLEMS</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>.....</div> <div>EXISTING ALTERNATIVES 3</div> <div>.....</div> <div>.....</div>	<div>CUSTOMER SEGMENTS 1</div> <p><i>List your target customers and users</i></p> <div>TARGET CUSTOMERS</div> <div>.....</div> <div>EARLY ADOPTERS 2</div> <div>.....</div> <div>Switching Triggers:</div> <div>.....</div> <div>.....</div>
---	--

LEAN(ER) CANVAS

<div> UNIQUE VALUE PROPOSITION OUTPUT</div>	
<div>PRIMARY UVP</div> <div>...</div> <div>.....</div>	<div>HIGH-LEVEL CONCEPT</div> <div>...</div> <div>.....</div>

 **THE INNOVATOR'S GIFT**

New problems worth solving come from old solutions.

Don't focus on problems you can solve with your solution. Focus on problems customers encounter when using existing alternatives.

How to Use:

1. Target Customers - Who needs this solution? 2. Early Adopters - What triggers them to look for alternatives? 3. Existing Alternatives - How do they solve this today? 4. Top 3 Problems - What's broken with existing alternatives?

NETFLIX EXAMPLE

Mail Order DVD Service (1998-2007)

PROBLEMS

4

List your customers top 3 problems

TOP 3 PROBLEMS

1. Late Fees Kill the Experience

\$4-6 per movie, often doubling rental cost. Blockbuster made \$800M+ annually from late fees alone.

2. Limited Selection & Availability

Popular titles always rented out. Stores stock multiple copies of blockbusters but limited indie/older films.

3. Inconvenient Store-Based Model

Must drive to store, browse limited selection, drive back to return by specific time/date.

EXISTING ALTERNATIVES

3

- Blockbuster Video (market leader)
- Local video rental stores
- Hollywood Video
- Grocery store rental kiosks
- Buying DVDs retail (\$15-25 each)

CUSTOMER SEGMENTS

1

List your target customers and users

TARGET CUSTOMERS

DVD movie watchers who rent regularly (2+ times per month)

EARLY ADOPTERS

2

- Tech-savvy movie enthusiasts comfortable with online ordering
- Frequent renters (4+ movies/month) frustrated with late fees
- DVD early adopters wanting access to wider selection
- Busy professionals who hate return deadlines and store trips

Switching Triggers:

- Getting hit with expensive late fees (\$3-6 per movie)
- Movie not available at local store
- Long lines at video store
- Inconvenient store hours/locations

LEAN(ER) CANVAS



UNIQUE VALUE PROPOSITION OUTPUT

PRIMARY UVP

"DVD movies by mail with no late fees, no due dates"

Watch movies on your schedule without penalty

HIGH-LEVEL CONCEPT

"Amazon for movie rentals"

Online ordering + mail delivery for entertainment



THE INNOVATOR'S GIFT

Netflix didn't focus on problems they could solve with mail delivery. Instead, they focused on the biggest problems customers had with Blockbuster: late fees, limited selection, and inconvenience.

AIRBNB EXAMPLE

Early Days "Sold Out" Positioning (2008-2010)

PROBLEMS

4

List your customers top 3 problems

TOP 3 PROBLEMS

1. No Rooms Available During Peak Events

Hotels sell out completely during conferences, festivals, sports events. Zero availability means zero options.

2. Extremely High Prices When Hotels Available

Remaining hotels jack up prices 300-500% during high-demand periods. \$500+ per night for basic rooms.

3. Limited Authentic Local Experience

Hotels offer sterile, corporate experience. No local neighborhood immersion or insider tips from residents.

EXISTING ALTERNATIVES

3

- Hotels (Marriott, Hilton, Hyatt)
- Hostels (shared rooms, limited locations)
- Motels (highway locations, basic amenities)
- Craigslist short-term rentals (sketchy, unverified)
- Couchsurfing (free but unreliable)
- Extended stay hotels (corporate, expensive)

CUSTOMER SEGMENTS

1

List your target customers and users

TARGET CUSTOMERS

Travelers visiting destinations during high-demand periods (conferences, festivals, events)

EARLY ADOPTERS

2

- Conference attendees when hotels are sold out
- Festival/event goers seeking affordable alternatives
- Budget-conscious travelers comfortable with peer-to-peer transactions
- Experience seekers wanting authentic local stays vs. corporate hotels
- Tech-savvy travelers comfortable booking online from strangers

Switching Triggers:

- Hotels completely sold out for your dates
- Hotel prices 3x+ normal rates
- Attending multi-day conference/festival
- Wanting to stay in specific neighborhood

LEAN(ER) CANVAS



UNIQUE VALUE PROPOSITION OUTPUT

PRIMARY UVP

"Find a room when hotels are sold out"

Stay in real homes with local hosts when traditional lodging fails you

HIGH-LEVEL CONCEPT

"eBay for short-term housing"

Peer-to-peer marketplace for verified home stays



THE INNOVATOR'S GIFT

Airbnb didn't focus on problems they could solve with home-sharing technology. Instead, they focused on the biggest problems travelers had with hotels: unavailability during peak times, price gouging, and lack of authentic local experience.

DROPBOX EXAMPLE

Early Days File Sync Era (2007-2010)

PROBLEMS

4

List your customers top 3 problems

TOP 3 PROBLEMS

1. Complex Setup & Configuration Nightmare

Existing file sync solutions require IT expertise to configure. Multiple steps, server setup, VPN configurations.

2. Unreliable Syncing & File Conflicts

Files don't sync properly, creating multiple conflicting versions. "Which is the latest version?" becomes daily frustration.

3. Platform Lock-in & Compatibility Issues

Solutions work on one OS but not others. Mac/PC/Linux compatibility problems. Can't access files from different devices seamlessly.

EXISTING ALTERNATIVES

3

- Email attachments (version control nightmare)
- USB drives (easily lost, limited space)
- FTP servers (technical setup required)
- Windows Live Sync (Windows only)
- Apple MobileMe (Mac only, expensive)
- Box.net (enterprise-focused, complex)
- Mozy/Carbonite (backup only, no sync)

CUSTOMER SEGMENTS

1

List your target customers and users

TARGET CUSTOMERS

People who work with files across multiple computers and need reliable sync

EARLY ADOPTERS

2

- Multi-device users (laptop + desktop + mobile)
- Students working on projects across school/home computers
- Freelancers/contractors collaborating with clients on file revisions
- Small team collaborators tired of email attachment chaos
- Tech-savvy professionals frustrated with complex existing solutions

Switching Triggers:

- Lost important file due to sync failure
- Spent hours trying to configure existing solution
- Working on wrong version of document
- Can't access files when traveling

LEAN(ER) CANVAS



UNIQUE VALUE PROPOSITION OUTPUT

PRIMARY UVP

"Your files, anywhere - it just works"

Seamless file sync across all your devices without the technical headaches

HIGH-LEVEL CONCEPT

"File sync that works like magic"

Zero-configuration cloud storage that syncs invisibly in the background



THE INNOVATOR'S GIFT

Dropbox didn't focus on problems they could solve with cloud storage technology. Instead, they focused on the biggest problems people had with existing file sync solutions: complexity, unreliability, and platform incompatibility.