Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. Kids

1)The customers who are not able to solve their queries.
2)The customers can solve their problems by raising the tickets.

6. CUSTOMER CONSTRAINTS   `CC`

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1)This application is supported by all the devices.
2)The solution we propose will have an alert via email feature

5. AVAILABLE SOLUTIONS   `AS`

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

1)By communicating properly with an agent.
2)By reading the guidelines properly.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1)Customer can find the solution for the query that he/she are raised.
2)They can also solve the raised query by using chatbot.

9. PROBLEM ROOT CAUSE   `RC`

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

1)Not reading the guidelines properly.
2)some of the customers have lack of knowledge.
3)Lots of customers have not reads the guidelines properly.

7. BEHAVIOUR   `BE`

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1)All the customers must read the guidelines properly to avoid the problem.
2)All the customer should find a proper solution for their queries.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS   `TR`

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

The customer must know how to solve the problem.

4. EMOTIONS: BEFORE / AFTER   `E` `M`

How do customers feel when they face a problem of a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

The customer can get help from our agents we are assigned and they feel very satisfied with our services.

10. YOUR SOLUTION   `S` `L`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Our solution is to design a helpdesk that is helpful for customer to solve their queries that they have raised.

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from 7   #

All the data that are provided by the customers are very safe in cloud storage.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from 7 and use# them for customer development.

They can get better solutions for the queries they raised.

Identify strong TR & EM