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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S) Who is your customer? Both parents and adults. When they asked why they buy organic, parents note reasons such as better health and to avoid toxic, persistent pesticides and fertilizers.</div> | <div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? 1. Lack of awareness 2. High production cost 3. Good quality items</div> | <div>5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? Pros: Fewer pesticides Fresh Quantity Fast and secure shipping Cons: Sometimes product may damage Slow responses</div> | Explore AS, differentia |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Sometimes, the items may get damage due to shipping. For this, we wish to offer options like replacement. The mistake can then be fixed. We're planning to attach an automatic chatbot to ask queries.</div> | <div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? The issue with existing apps is that some organic stores do not have interaction with customers, therefore we're creating a chatbot for to ask queries from customer. . Therefore, it will be easy to clarify the doubts of customers.</div> | <div>7. BEHAVIOUR 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) Customers can compare the pricing to other organic store, which is directly related. Customers volunteer during their free time, which is indirectly related.</div> | |
| Focus on J&P, tap into BE, understand RC | | | | Focus on J&P, tap into BE, understand RC |

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| Identify strong TR & | <div>3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<ul style="list-style-type: none">Advertising is important . On the side of a customers quality and price is important . So include a good quality of product.Comparing the clothes and adding a extra features to the clothes</div> | <div>10. YOUR SOLUTION 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 behavior.</div> | <div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Customers can use the chatbot for their doubts and queries as encrypted messages. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. For offline , Customers want to take a cash payment and also get reviews from many people . Get transport for get a</div> | |
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| <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div>Pain: 1. High cost 2. Damage Replacement</div><div>Gain: 1. Good quality 2. Fresh items</div></div> | | product. |
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