

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer?</div><div>Young adults and working professionals who prefer online shopping for convenience and speed, typically between 18–35 years old.</div></div>	<div>6. CUSTOMER<div>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.</div><div><div><div></div>Budget limitations</div><div><div></div>Device or internet availability</div><div><div></div>Trust issues with new platforms</div><div><div></div>Limited patience for complex UI</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>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</div><div><div><div></div>Large e-commerce platforms (Amazon, Flipkart)</div><div><div></div>Local mobile commerce apps</div><div><div></div>Offline stores (less convenient)</div></div></div>	Explore AS,	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides</div><div><div><div></div>Need to browse, compare, and purchase products online efficiently.</div><div><div></div>Require a simple and smooth interface to manage a shopping cart.</div><div><div></div>Expect real-time updates and clear inventory availability.</div><div><div></div>Avoid complicated checkout processes.</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>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.</div><div>Existing e-commerce platforms are often cluttered and designed for scale rather than user experience. Customers want a simple, clean, and responsive interface with focused features.</div></div>	<div>7. BEHAVIOUR<div>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)</div><div><div><div></div>Search for products online using phones/laptops</div><div><div></div>Compare prices and read reviews</div><div><div></div>Add/remove items from cart multiple times</div><div><div></div>Check delivery timelines and stock info</div></div></div>		Focus on J&P, tap into BE, understand
	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><div><div></div>Seeing peers use e-commerce apps.</div><div><div></div>Desire to save time and avoid physical stores.</div></div></div>	<div>10. YOUR SOLUTION<div>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.</div><div>Shopsmart is a lightweight full-stack web application offering:<div><div><div></div>Clean UI for browsing and viewing products</div><div><div></div>Smooth cart management</div><div><div></div>Responsive design for all devices</div><div><div></div>Easy integration with backend APIs and inventory</div></div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online? Extract online channels from #7</div><div>Browsing e-commerce platforms, social media ads, Google shopping, review blogs</div></div><div>8.2 OFFLINE<div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Word-of-mouth referrals, physical retail comparisons</div></div></div>		
<div>4. EMOTIONS: BEFORE / AFTER<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>Before: Frustrated, unsure, rushed, limited by time After: Confident, satisfied, in control, time saved</div></div>					