

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Customer who wants to buy inventory

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.

- Time constraints
- Lack of money
- Emergency need of inventory

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

- Retailer to maintain safety stock on hand.
- Have in track the buying and sales on inventory.
- Make customer hold on to their shop by providing quality products.

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.

- Too much customer and lack of inventory.
- Use accurate dataset for visualization.
- Get customer review.

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.

- The problem is faced by customer if the retailer miss to keep the stock on hand that are needed for them.
- The retailer face issue as the sales is not the same all time.
- If retailer makes too inventory it leads to excess capital cost.

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)

Directly Associated:

- Have direct contact with customer requirements.
- Regular feedback from customer.

Indirectly Associated:

- Convince if out of stock.
- Make inventory to get available at earliest time possible.

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 behavior installingsolar panels, reading about a more efficient solution in the news.

Review from neighbors about the product.  
Disappointment if out of stock.

4. EMOTIONS: BEFORE / AFTER

EM

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.

Before - Disappointed when out of stock  
Lose hope & interest on shop.  
After - Happy with retailer stock maintenance  
Satisfied.

10. YOUR SOLUTION

SL

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.

The proposed solution is to visualize the sales data set using different visualization charts and to make an interactive dashboard to give insights on how much inventory should be maintained for making happy customers and not make loss of money due to excess inventory.  
Different category of data are been visualized using appropriate charts.

8. CHANNELS of BEHAVIOUR

CH

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

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

Online:

- Online buying of inventory is simple and feasible
- User interactive website available.

Offline:

- Direct review to retailer.
- Check quality of product before buying.

Identify strong TR & EM

