Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

CS

Stores including Both online and offline shops. Who try to increase their sales by sales analytics are my customers

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.

-No budget for Data Analytics
- Unexcepted Insights
-Previous bad opinion about Analytics
-Not increase their sales

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

AS

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

Existing solutions:glew.io and fieldproxy.com
Pros: easy UI and collaborate with big brands.
Cons: High cost and not customazible.

Explore AS, different

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

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.

J&P

-Important insights to increase the sale.

-Customer retention service

- process driven approach to sales rep

- Comparison charts of sales

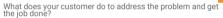### 9. PROBLEM ROOT CAUSE

RC

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

Reason behind this problem is due to customer not understanding the actionable insights from data.

Customre need to do this to find trends in sales and make increase in sales.

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)

-While decrease in sales

-Not manageable their tasks assign

-Manual SalesPredictions are getting Wrong

-If insights are increased the sale

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

3. TRIGGERS `TR`

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

- **By giving add**
- **Mouth marketing by users**
- **Free demo for users**
- **Campaigns in the e-commerce market.**

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.

- Time-consuming>Time-less
- Manual>Automation
- Brain drain>Good Insights
- Data Loss>Secure

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 behaviour.

Already many analytics platforms exist in the market but it always built for domain-specific KPI's and are not customizable platforms. But here application under development was not domain specific like sales, and tasks and it's totally customizable according to needs.

8. CHANNELS of BEHAVIOUR `CH`

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

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

Online :
-Upload prepared data
-Take the good insights
Offline:
-Follow the insights
-Add the data