# Define CS, fit into

### 1. CUSTOMER SEGMENT(S)

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



J&P

- Product Startups
- FMCG companies
- E-commerce

### 6. CUSTOMER CONSTRAINTS

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.

- Market fit
- Distribution costs
- Shipping costs

### 5. AVAILABLE SOLUTIONS

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



BE

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

Understanding the product that best sells in a particular location and optimize the sales distribution channels accordingly xplore AS, differentiate

# 2

### 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.

- Optimize the sales funnel
- Increase efficiency in sales
- Market risk analysis

### 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? i.e. customers have to do it because of the change in regulations.

Consumer behaviour is ever-changing.

### 7. BEHAVIOUR

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What does your customer do to address the problem and get the job done? 
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)

- Find the right distributor
- Analyzing market to sell at the right price



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

Profits decreasing

Competitor performing well in market

### 4. EMOTIONS: BEFORE / AFTER



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.

Insecure

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### **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.

- Analyze the market
- Sell the right product at the right location
- Improve the product based on customer needs
- Marketing strategies

## **8.**CHANNELS of BEHAVIOUR



### 8.1 ONLINE

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

Search histories of products Geographical purchase data

### 8.2 OFFLINE

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

Run Campaigns Pamphlet distributions