



Identify strong TR & EM	3. TRIGGERS TR 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	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. - Analyze the market - Sell the right product at the right location - Improve the product based on customer needs - Marketing strategies	8. CHANNELS of BEHAVIOUR CH 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	Identify strong TR & EM
	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. Insecure			