

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Who is your customer? i.e. working people of age 20-60 who are unable to manage their income</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>What constraints prevent your customers from taking action or limit their choices of solutions? By keeping in mind their income and expenditure.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <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? They show their collateral and their interest in repayment of previous loans which give them upper hand in getting their current loan.</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>Which jobs-to-be-done (or problems) do you address for your customers? Check their cibil score and whether they have previously repaid the loan.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>What is the real reason that this problem exists? What is the back story behind the need to do this job? Does the customers have the capability to repay the loan</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>What does your customer do to address the problem and get the job done? They try to improve their cibil score by repaying the previously taken loans.</div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>What triggers customers to act? They see their neighbours leading a successful life by repaying the loans without any hustles.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <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. For example If we are owning a hotel,then we need to locate it in a very common area. We need to provide the correct quantity and quality for the money they are paying.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE What kind of actions do customers take online? They need to make regular payments online. Accessibility is easy but most people won't trust third party applications. But the documentation process is easy and flexible. 8.2 OFFLINE What kind of actions do customers take offline? Because of human interaction , the risk is low but the documentation process is tedious</div>	Identify strong TR & EM
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