

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- Retail Store Owners
- Inventory manager

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.

- Out of stocking
- Overstocking
- Demand in supply

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

- There are many existing solution and it has many drawbacks in calculating like tracing the demand and supply of product is difficult.
- Stocks availability and forecasting stocks are missing parts of many available solutions
- Collects high amount to create dashboard

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.

- Analysis the given Brazilian top retailer and present the given data in visual presentation.
- To avoid the top retailer shop's out of stock and over stock.
- To give retail shop profitable sales by using your analyzed data dashboard.

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.

- Retail Shop Owners declining quality customer service to their loyal customer
- Failing to adapt and maintain stocks in warehouse
- Customer lack of satisfaction in stocks availability

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)

- They try to count the stocks manually and get the forecasting of stocks
- Discuss with other retail shop owners and find the trend stocks
- Attending retail store meeting and try to know about the store ethics

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

3. TRIGGERS

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

TR

- Decreasing the price of less sold stocks comparing to neighbour retail store
- Increase the stocks which is sold high
- Giving attractive discounts to customer to retain them

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.

EM

Improper stock maintained > Easily finding trending stocks
Buying unwanted stocks and increasing warehouse space by dumping it > buying only correct amount of stocks
Loss in business > Profitable business

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.

SL

- Using Brazilian top retailer creating virtualization dashboard to understand the ups and downs in sales of product
- To analysis the data and find trending stocks
- To find alternative solution to gain customers back
- Product performance report are created to find the stocks rotation

8. CHANNELS of BEHAVIOUR

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.

CH

Online:

- Giving ads on overstock products
- Giving offers on credit or debit cards
- Attractive UI which helps to increase the presence of customers

Offline:

- Interaction with neighbour retail shop owners and find latest stock news
- Friendly communication with regular customers makes high impression of retail store