

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><ul style="list-style-type: none">✓ Employees.✓ Travelers.✓ Homemakers.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><ul style="list-style-type: none">✓ Customer needs to provide the proper details while ordering.✓ Unnecessary reviews must be excluded.✓ Correct location must be provided by the customer while placing the order.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><p>Present Solution: Different varieties of food.</p><p>Existing Solution: Application with different features and process, to order and deliver the food.</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><ul style="list-style-type: none">✓ Customers spend a lot of time on deciding what they want to eat.✓ A problem that is usually faced by customer when ordering food through online is regarding payment.✓ Finding the menu option in many websites is a difficult task✓ Delivery is not about delay also about quality and quantity of the food and packing.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><ul style="list-style-type: none">✓ Vehicle break down, this causes delay of delivering the food.✓ Due to heavy traffic jam customer tends to wait.✓ Problem occurs due to improper location, and data of customer's.</div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><ul style="list-style-type: none">✓ Due to delay in delivery customers may not be happy with the service provided.✓ Sometimes it leads to cancellation of the order by the customer.✓ Customer's review might give a bad opinion about the food.</div>	
<div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><ul style="list-style-type: none">✓ By advertising through ads.✓ Customer's rating on food taste.✓ Variation-pricing.</div>	<div>10. YOUR SOLUTION<div>SL</div><p>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.</p><ul style="list-style-type: none">✓ Offering convenience, speed and security based to online payment by using vault debit option.✓ We are ensuring the customer by packing technique for hot and cold food.✓ Having a live chat feature, simply have a pop-up window asking "what would you like to have today".✓ By keeping in mind of clean and hygiene.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>Online:</p><ul style="list-style-type: none">✓ When there is unexpected gatherings at home customer prefer online ordering.✓ When certain restaurants provide discounts and offers customers prefer ordering online.<p>Offline:</p><ul style="list-style-type: none">✓ Customers prefer offline for spending time with their family and friends.</div>	Identify strong TR & EM	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>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.</p><p>Before: Difficult to place the order quickly.</p><p>After: Based on our solution customer can easily order the food and there is no investment of time.</p></div>				