

<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer?</div></div> <div>CS</div>	<div>4. CUSTOMER CONSTRAINTS<div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available</div></div>	<div>5. AVAILABLE SOLUTIONS<div>or need to get the job done? What have they tried in the past? What pros &</div></div> <div>AS</div>
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<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div> <div>TR</div>	<div>10. YOUR SOLUTION<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.</div></div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR<div>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.</div></div> <div>CH</div>
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	<div data-bbox="152 63 454 89">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 59 761 89">EM</div> <div data-bbox="152 97 730 137"><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></div>			
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