Define CS, fit into CC | **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S) — CS

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

- Adolescents(under 15 year old)
- Working people

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.

- Smartphones requirement
- Network connection
- Need of Credit/Debit card

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

- Smart fashion Recommender shows lots of new collections
- PROS: Easy to purchase
- CONS: Old browsers may not support the website

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.

- Customers don't need to preinstall anything.
- They can easily access website anytime and interact with chatbot to continue their shopping

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.

- Customer have to do online shopping, because every time they want to purchase they have to search for shops and reaching it takes a long time.
- It's not sure, all the time shops maintains the availability of products. Cost of the product is also quite costlier than online products.

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)

- Customers have to access the website whenever they wish to purchase
- They can track their order, once the product is shipped.

Identify strong TR & EM

3. TRIGGERS — TR

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

- By seeing others buying products online
- By the recommendation of friends who purchase

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.

Before using online shopping, customers have to travel long distance for purchase, which causes more time and additional spending of money. Travel and rush→ relax, Quick home delivery Unwanted expenses→low cost(offers)

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 behaviour.

- Smart Fashion Recommender website is integrated with Chatbot.
- This chatbot can recommend products based on our interest
- It can also send notification to customer for every updates in the website(tracking product).

8. CHANNELS of BEHAVIOUR — CH

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.

- Most of the steps including Creating account/logging in, adding products to cart and purchasing are done online
- Once the product is delivered to the destination, customer have to get it offline.