

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Retail Shop Owner</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><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 devices.</div><div><div>Limited Budget</div><div>Expensive product</div><div>Limited Availability of Time</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem</div><div><div>To make personalized &amp; efficient customer service</div><div>Understand customer exceptions and work on the principle of L.E.A.S.T-Listen,Empathize,Apologize,Solve and Thank</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><div>Identifying and understanding customer behavior</div><div>Premium prices on custom product</div><div>Locating the warehouse for restocking</div><div>Optimizing store layout</div><div>Demand supply chain</div></div></div>	<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? i.e. customers have to do it because of the change in</div><div><div>Centralized Tracking</div><div>Transparent Performance on inventory</div><div>Stock auditing</div><div>Poor Customer Service</div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div><div>Customers Find the correct product and calculate the usage and benefits of the product</div><div>Customers become more sophisticated in their purchasing and selective decision making</div></div></div>	
<div><div>3. TRIGGERS<div>TR</div></div><div><div>Get coupon on purchase</div><div>Offers on daily customer</div><div>Freedom on self service</div></div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div><div>Before :Anger,Negative inspiration ,Helpless , Demotivated</div><div>After : Confidence , Happiness , Positive thoughts</div></div></div>	<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.</div><div><div>By managing inventory retailers meet customer demand</div><div>Conduct regular stock check to maintain the stock</div><div>Optimize the warehouse to the customer standard of living</div><div>Providing personalized store experiences to the customer</div></div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>Online</div><div>Advertise with social media influence r</div><div>Free Shipping &amp; delivery</div><div>Offline</div><div>Maintaining a social contact with the customer</div><div>Branded giveaway,Local donations</div></div></div>	Identify strong TR & EM	

