

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Our customers are usually above 16 years old. Ranging from college students to working adults to retired professionals. Also, reputed organizations too.

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.

- 1. Late replies for their queries
- 2. Complicated process to take over
- 3. High chance their queries may not be considered at all
- 4. Replies irrelevant to their queries
- 5. Advertisements shown

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

Customers most probably use **helpdesk**.

Pros:

- 1. Reasonably priced
- 2. Highly scalable for team of any size

Cons:

They do not understand the severity of all complaints and end up treating them all in the same way

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.

- ✓ Simplifying the user account creation process
- ✓ Giving instant replies to the customers to their queries
- ✓ Providing expert solutions to the queries
- ✓ Assigning individual agents/experts to the customers queries
- ✓ Sending the status of the queries to the customer's mail

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.

- 1. No proper registry
- 2. Lack of experts in a common place
- 3. Replies for queries from random persons
- 4. Communication lag
- 5. High-cost

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)

- 1. Asking their friend's opinions
- 2. Checking solutions in the online forums
- 3. Using helpdesk
- 4. Solve the issues themselves based on their own knowledge
- 5. Seeing reviews posted by the users in the website forums

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

Identify strong TR & EM

3. TRIGGERS

TR

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

Overtime, they get disappointed with late and irrelevant replies and triggered to act

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.

- × Disappointed - after they do not get instant replies for their queries
- × Dejected - when they get irrelevant replies even after waiting for a long time

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 behavior.

- Creating a Customer Care Registry
- Simple User creation process
- Customers can raise their queries to the experts
- Individual agents will be assigned to each customer
- Their queries will be answered earnestly
- Customers can also check the status of their queries

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.

ONLINE:

- 1. <https://www.helpdesk.com/>
- 2. <https://www.google.com/>
- 3. <https://www.quora.com/>

OFFLINE:

- 1. Asking friends and colleagues
- 2. Take actions themselves

Identify strong TR & EM