Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

i.e. working parents of 0-5 y.o. kids

Customer Segmentation is when retailers arrange their broad customer base into Smaller subgroups – often with the help of a next generation POS system. Retailers pick and choose revelant groups and add them to their POS database, which continuously updates itself as shoppers make purchases or interact with that store's shopkeepers and customer service professionals.

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.

- Scope
- Cost
- Time
- Quality
- Customer Satisfaction
- Resources.

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

- Go Paperless
- Add Imagery
- Reduce Human error
- Evolving Packaging
- Dashboard Collaboration

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.

- Spoiled Goods
- Over Selling
- Insufficient Warehouse Management
- Inadequate Access
- Unclear Communication

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.

The problem root cause for customers in Retail Store Stock Inventory Analytics are stuff kept in incorrect Warehouse, Outdated materials, Safety stuff and Out of stock.

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)

- Tollfree number
- Social Media
- Comment Cards
- Mail Survey
- Customer visit
- Focus Groups
- Feedback Cards.

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

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Identify strong TR&EM

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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.

Free Fast Delivery

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Earn Exchange Coins For Offers

Superior Priority to premium Customers.

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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:
- Nurvousness
- Anxiety
- Triggered.

After:
- Insecure
- Lost
- Fail to meet commitments
- Rude Communication of Customer Service Staff.

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.

- Centralized Tracking
- Stock auditing
- Plan Demand
- Update Platforms
- Productivity Tools.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7
- Tollfree number
- Social Media
- Comment Cards
- Mail Survey.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
- Customer visit
- Focus Groups
- Feedback Cards.

SUBMITTED BY:

HARISH BABU V

KAVIARASU M

KUMARAVEL G

THIYANESH C