Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

My Customer Here Is A Retail Shop Owner

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.

- Total shopping budget
- Expensive
- Lack of enough capita

5. AVAILABLE SOLUTIONS `AS`

- Create a process workflow of what should be done when we receives a customer query with the focus of handling it promptly and efficiently
- Making sure that the right products are available to the right people, at the right time, in their preferred shopping environment

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.

- Gaining insight into customer behavior
- Setting prices more effectively
- Better supply chain management
- Optimizing store layout
- Demand forecasting

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

- Neglecting Store Operations which in-turn causes them to neglect their customers
- Declining Quality Customer Service poor customer service is such a serious retail problem

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)

- Identification of customers and their buying patterns to studie certian who buys where,what,when and how
- such studies endeavor to learn about customer response to sales promotion devices

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

Identify strong TR & EM

3. TRIGGERS `TR`

- Send a personalized coupon
- Giving some ads
- Personnel service gestures

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 : Frustation,Helpless , Demotivated
- ✓ After : Satisfaction , Hapiness , Relaxed

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- To improve store operations they should be present at the storefront and work to engage customers and employees
- You can improve your company's customer service by showing customers that you respect and value them
- Providing personalized in store experiences to the customer with a unique experiences in the field

8. CHANNELS of BEHAVIOUR `CH`

ONLINE
What kind of actions do customers take online? Extract online channels from #7

OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

Online :
- Progressive Discounts
- Free Shipping

Offline :
- Create pamphlets And Flyers
- Community Engagement

Identify strong TR & EM