

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Retailers, Wholesalers</div></div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<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><div>• Delay in delivery of data</div><div>• Security</div><div>• Compatibility</div></div></div></div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>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</div><div><div><div>• Proper communication</div><div>• Understand the guidelines</div><div>• Address the problem within the store</div></div></div></div><div>AS</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<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>Avoid overstocking and notify retailers if the leftout stocks fall behind some threshold</div></div><div>J&P</div></div>	<div><div>9. PROBLEM ROOT CAUSE<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 regulations.</div><div>Seasonal changes in demand like some products might be required in huge amount at a particular time and may not be sold sometime.</div></div><div>RC</div></div>	<div><div>7. BEHAVIOUR<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><div>• Get customer feedback</div><div>• Make sure their feedbacks and queries are met</div></div></div></div><div>BE</div></div>	
<div><div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their ehavior installingsolar panels, reading about a more efficient solution in the news.</div><div>Use of Logbook which is not proper and inventory data recording in it is slow</div></div><div>TR</div></div>	<div><div>10. YOUR SOLUTION<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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer ehavior.</div><div>Develop a cloud application that helps to analyze the sales pattern and give us a clear graph. From which we can make products available all time and the products that are not sold for a long period of time are also taken care off.</div></div><div>SL</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>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.</div><div><div><div>Online:</div><div><div>• Check stock information</div></div>whenever needed</div><div><div>Offline:</div><div><div>• Even thought they are not active on the application they will receive constant Updates through mail</div></div></div></div><div>CH</div></div></div>	Identify strong TR & EM	
<div><div>4. EMOTIONS: BEFORE / AFTER<div>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.</div><div>Before – Worried about stocks whether will it be there or not After - Precise stock maintenance made happy</div></div><div>EM</div></div>				