

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Customers who are not able to solve them own complaints of what they are facing. Customers who do not know the solution of the questions they get.

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.

The software should be simple enough for the customer to intuitively understand how it works and navigate through it to solve their problems.

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

By reading the guidelines properly. Address to issue within the company. By communication properly.

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.

The Application allows the customers to find the solutions for their queries. They will be also given option for the general questions. They also get the free solution where we provide our agents.

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.

Lot of customers don't know the guidelines for their problems. Some customers have lack of knowledge. Not reading the guidelines properly.

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)

Make sure he/she reads the guidelines properly and find a proper solution for their queries.

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

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3. TRIGGERS


What triggers customers to act? i.e. seeing their neighbour installing

Digitalization of other services.

solar panels, reading about a more efficient solution in the news.

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4. EMOTIONS: BEFORE / AFTER



Very convenient, improved user experience since the application saves time

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.

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10. YOUR SOLUTION

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.

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The appropriate management team should be formed, address the problem and offer the best solution.