**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 are the one who wants to purchase best product with many options

### 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 existing solutions contains ads that restrict the user to get good user experience

### 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

Smart fashion recommender application recommends best option for the customers.

**Explore AS, differentiate**

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**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 data about customers requirement and inquiries is collected to recommend the options. The data is used to know about the customer choices

### 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 customer wants to do shopping without going out and the need many options.
The application is available anywhere and anytime.

### 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)

The customer data andselcetions are neede to make the app more interactive.

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

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**Identify strong TR & EM**

### 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.

**The customer needs to do shopping in their free time by viewing many collections.**

### 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.

**The application needs time and data to recommend related to customer queries.**

### 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.

**The application needs dataset about the customer choices so that we need to give more data then train the application to make recommendations related to the customer needs.**

### 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.

**Able to serve the customers with consistent level of quality using short amount of time.**

**Identify strong TR & EM**