

1. CUSTOMER SEGMENT(S)**CS**

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

- Customers who face issues in any product or service or even in any social issues
- Customers who are in need of solution for these issues will be approaching us for the solution through this cloud based application

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

- Improper information from agent side
- Improper assignment of agents, like assigning a agent without a skill or experience
- Unsatisfied service provided by the agent

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

Customers most probably use **helpdesk**.

Pros:

1. Reasonably priced
2. Highly scalable for team of any size

Cons:

They do not understand the severity of all complaints and end up treating them all in the same way

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.

- Giving instant replies to the customers to their queries
- Providing expert solutions to the queries
- Assigning individual agents/experts to the customers queries
- Sending the status of the queries to the customer's mail

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.

- No proper registry
- Lack of experts in a common place
- Replies for queries from random persons
- Communication lag
- High-cost

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)

- Makes sure that he or she raises the ticket with detailed description
- Make sure that they get the regular updates from the agents
- Make sure that they get the proper solution

3. TRIGGERS**TR**

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

- The satisfying solution and proper agents resolving the issue triggers the others

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.

- ☒ Disappointed - after they do not get instant replies for their queries
- ☒ Dejected - when they get irrelevant replies even after waiting for a long time

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 behavior.

- Creating a Customer Care Registry
- Simple User creation process
- Customers can raise their queries to the experts
- Individual agents will be assigned to each customer
- Their queries will be answered earnestly
- Customers can also check the status of their queries
- Live chat option will be provided

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.

ONLINE:

1. <https://www.helpdesk.com/>
2. <https://www.google.com/>
3. <https://www.quora.com/>

OFFLINE:

1. Asking friends and colleagues
2. Take actions themselves