

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? i.e. working parents of 0-5 y.o. kids  Online buyers	<b>6. CUSTOMER CONSTRAINTS</b> 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.  Lack of physical stores and fear of covid.	<b>5. AVAILABLE SOLUTIONS</b> 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  Home delivery of the product from nearby stores	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  Create multiple analytical graphs/charts/visualizations and create dashboard in IBM cognos analytics.	<b>9. PROBLEM ROOT CAUSE</b> 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.  1.Covid restrictions 2.Lack of availability of products. 3.All products at one place. 4.Better discounts.	<b>7. BEHAVIOUR</b> 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)  1.Look for good quality products among available. 2.Consider ratings and reviews from other customers. 3.Tie up with the local shops available	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  Due to prevailing covid situations.	<b>10. YOUR SOLUTION</b> 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.  To create an interactive dashboard to visualize and predict market sales and trends using the available global superstore dataset.	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  Look for available products, cost, discounts, delivery time and charges.  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  Check the quality of product	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> 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.  Fear-> satisfied, peace of mind			