

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? Car buyers are my customers</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? spending power, budget, no cash., available cars</div> <div></div>	<div>5. AVAILABLE SOLUTIONS 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? pen and paper is an alternative to digital notetaking</div> <div>AS</div>	Explore AS, differential
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div></div>	<div>9. PROBLEM ROOT CAUSE 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>RC</div>	<div>7. BEHAVIOUR What does your customer do to address the problem and get the job dne i.e. directly related: find the right solar panel installer, calculate usage and</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				

<div><div>3. TRIGGERS</div><div>What triggers customers to act? I seeing their neighbour buying cars, reading about a more efficient solution in the news.</div></div> <div>TR</div>	<div><div>10. YOUR SOLUTION</div><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</div></div> <div>SL</div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels</div></div> <div>CH</div>	Identify

<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p>	<p>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.</p>	<p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p>
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