Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

1. Graduate students of various streams.
2. Job Seeker for their dream jobs.
3. Industrial Professionals.

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.

1. Operating System (OS).
2. Network Connectivity.
3. Subscription reduces opportunity.
4. Clusters of information.

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

Present Solution:
1. Compatibility to different OS
2. Offline mode accessibility
3. Segregation of job field.

Existing Solutions: 1. Compatibility to different OS
Pluses: Help people to find items of interest by utilizing past user interactions.
Minuses: Information overload problem.

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.

1. Premium Policy in the existing solution makes the users to feel that being out of the game.

2. Lot of mixed set of information's makes user to feel their search as an hindrance.

3. Spam is one of the flaw in the existing solution that has become more and more common in recent years.

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.

1. Users with premium policy make themselves to appear more authentic and reliable which causes other users to get limited services.

2. Compared with Hadoop Distributed File System's (HDFS) NameNode, where all file system metadata is stored in a single machine.

3. Spam messages, which range from unsuitable proposals due to a lack of research or automatically generated messages .

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)

Clients tends to use another platform on account of the premium policies, clusters of details and unwanted notifications.

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

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.

More reliable and user-friendly designs make the clients at the ease to perform all the task.

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.

Before: 1. Stressed.
2. Unsatisfaction.

After: 1. Connected to the society.
2. Feeling Contented.
3. Reverence of Smartness.

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.

Overcoming the hurdles faced by the users in the existing solution.

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:

Providing varieties of similar unit.

Offline:

Commercialization about the platform.

Identify strong TR & EM