

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? Shopkeeper's who are in need for buying products to refill their stocks.	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? As personal computer won't be available to everyone and most of the people won't be knowing the technology that they are using, even if they have to allot a person for in charge they have to pay for them, so they are worried to go for.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customer when they face the problem or need to get the job done? what have they tried in the past? Customers assign a managing assistant to over view the stock	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? Shopkeeper will able to see the products which they need to buy based on the availability and also they get to know about the product expiry date so that they could dispose them in advance.	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? Most of the shopkeepers lose their customers because of insufficient stock and proper stock management. So they face loss in their business. In order to help them with their profit we are helping them with technology to make it easy.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? They will seek a software engineer and explain all the requirements to be put in the dashboard and learn in and out of the dashboard and know what profit would they make out of that and implement it.	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? We will be showing our products through dashboard which makes the shopkeeper to trigger.	10. YOUR SOLUTION SL We are working on a new business proposition, where the shopkeeper can view the products availability in form of dashboard and buy product based on their need which saves time for them. Expiry date is displayed which helps shopkeeper to provide quantity and quality product to customer.	8.CHANNELS of BEHAVIOUR CH 8.1 ONLINE They learn how to make use of new technologies and how do they get profited out of it 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. They will apply the sources in the real time whatever they learnt.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? The shopkeeper visits the warehouse directly and check the availability of the product where by using the dashboard there is no need to visit the warehouse rather they get view the details of the product and the availability in their dashboard itself which saves their time.			