Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- Anyone seeking for the product, regardless of age

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.

- Product price
- Quality Product
- Delay in product delivery

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

- If the quality does not meet their expectations, they may return.

- They can determine whether or not to buy the merchandise by viewing the delivery date.

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.

- Keeping up with new product developments.
- Buying the goods at a discount from the selling price.
- Forecasting the demand for the purchased product.
- Not having enough bandwidth to accommodate 'n' concurrent users on the site.

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.

- Cannot anticipate client needs in a timely manner.
- Having insufficient bandwidth to accommodate enough users on the site.
- Need data to have an accurate stock prediction.

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)

- Stocking up on estimated sales based on client feedback.
- Customer comments to enhance the application.
- Having enough bandwidth to accommodate users of on-demand services.

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

Identify strong TR & EM

3. TRIGGERS — TR

- Due to excessive demand, customers are unable to use the application.
- Absence of application support.

4. EMOTIONS: BEFORE / AFTER — EM

BEFORE – Lack of stock knowledge and lack of trust.

AFTER - Trustworthy, content, recommending others, knowledgeable about stocks, etc.

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.

- Using a cloud server to deploy the application, which tracks and controls real-time inventories.
- When the inventory is low and has to be restocked, it emails the retailers to let them know.
- Using a chatbot to direct and assist customers.

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 – Having access to all services and information.

OFFLINE - Complete list of inquiries sent by SMS notification.

Identify strong TR & EM