

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.

- *To collect data about visitors.and leverage it to make better suggestions.
- *Understanding customer needs,inquiries,preferences to give the best suggestion.

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.

- *For no pressure shopping Experience
- *Service available in 24/7 hours.
- *Chatbot can help with Recovering abandoned carts.

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)

- *Seamless real life interaction
- *Customer Data security
- *Reduce Customer frustration.

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

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.

- *Improve lead generation.
- *Reduce customer Service costs.
- *Monitor customer Data to gain insights.

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

- *Instead of navigating many screens for booking products,the user can directy talk to chatbot regarding booking.

8.CHANNELS of BEHAVIOUR

CH

8.1ONLINE
What kind of actions do customers take online? Extract online channels from #7

- *Able to serve customer with the consistent level of quality the short period of time, across different channels.



8.2OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- *Make sure they are aware of the use of chatbots.

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>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.</div> <div>EM</div> <div>Took longer time to process and respond to the Query.</div>		
--	---	--	--