

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

i.e. working parents of 0-5 y.o. kids

Needy people, person who needs information fastly

And efficiently like business person

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.

Time efficient, Easy to Search, Need of Web, Need of Cell phone or PC, Simple to Utilize, portable accessed by Everybody.

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 the solutions have? i.e. TV, Radio, Newspaper, Cell Phone, Internet, etc.

Instead of TVs and Radios, Helpful to Utilize and Can be Effectively Conveyed to All over.

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

Different Perspective on the Client And Their Fulfillment.

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. Client has a problem of finding news about environmental factors

Client Can Introduce This Application To Save Their Time and Simple to Utilize. They No Need of TVs or news papers to Convey Any place They Need. Just They Need a Cell phone with Web Office.

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 less time on unrelated work (i.e. Greenpeace)

User Needs to Install This Application from A Verified Server. Needs Internet Facility Throughout This Application and understandable

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.

My Environmental elements Has Been Introduced this Application and I Cherished It to Utilize In light of the fact that, It Saves My Time

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

i.e. not frequent, confident, in control, use it with a communication strategy & design.

Viewed Only at Home > Anywhere at Any time – This Application Is Useful and Can Be Used Whenever We Want.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the gaps with your proposed solution.

In This News Following Application A Portion of The News Were Phony and A Portion of The News Was Genuine and Clients Might Get Irritated Due to This Application and They Could Tell to His Environmental factors So the Impression of The Application Could Get Down. To Determine This one An Administrator Bot Is Made

and At whatever point News Get Refreshed in This Application, This Bot Will Actually look at Through Web and Assuming that it is Phony the Bot Naturally Eliminates the Report from The Application.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

Readers Can know Everything in This Application up to date.

8.2 OFFLINE

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

Client Can Download Significant News without any When the Client Has Web and When the Client Is Disconnected. They Can View the Downloaded

Extract online & offline CH of BE