

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? Students, Teachers, Children, Old People</div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? Reading Books Buying Books</div><div></div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem They Need to Sign In again Call the Service</div><div>CS</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Purchase The Book Resell The Book Reading The Book</div><div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? Can Purchase the Book from Online itself more need not to spend time for going directly</div><div>RC</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done? Directly Message to Customer Care</div><div>BE</div></div>	Focus on J&P, tap into BE, understand

<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act? Can buy the book and read,they can read the book s.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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. To solve the problem for customer at a time. To clear your doubt's</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 They Will Purchase 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. They will read the book</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? They will lost the money,time management will become a big issue</div></div>		