

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Regulators, local government employees, industry representatives, landowners, farmers and members of the general public.</div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>Spending Power Network Connection Available devices</div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem</div><div>AS</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for</div><div>Focus on J&P, tap into BE, understand RC</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back</div><div>RC</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and i.e. directly related: find the right solar panel installer, calculate</div><div>BE</div></div> <div>Focus on J&P, tap into BE, understand RC</div>	

Identify triggers & E	<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>TR</div></div>	<div><div>10. YOUR SOLUTION</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. 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.</div><div>SL</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>CH</div></div> <div>Identify triggers & E</div>
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