

Pro
Sol

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

CS

6. CUSTOMER CONSTRAINTS

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.

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

AS

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

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address

J&P

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back

RC

7. BEHAVIOUR

What does your customer do to address the problem and

i.e. directly related: find the right solar panel installer, calculate

BE

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

CH

Extract online channels from #7

Extract offline channels from #7 and use

Focus on J&P, understand RC

Identify strong TR & EM

Identify strong TR & EM

Project Design Phase-I -