

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div>CS</div>	<div>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.</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS 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 &amp; cons do these solutions have? i.e. pen and paper</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for</div> <div>JP</div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back</div> <div>RC</div>	<div>7. BEHAVIOUR 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>	

Identify strengths & weaknesses	<div>3. TRIGGERS 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>10. YOUR SOLUTION 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>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7  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>	Identify opportunities & threats

4. EMOTIONS: BEFORE / AFTER



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.