Define

CS,

Qo

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1. CUSTOMER SEGMENT(S)

CS

6. CUSTOMER CONSTRAINTS

5. AVAILABLE SOLUTIONS

CC

RC

Who is your customer? What constraints prevent your customers from taking action or limit their choices i.e. working parents of 0-5 y.o. kids of solutions? i.e. spending power, budget, no cash, network connection, available devices.

> Sometimes there is server clash during transaction

Which solutions are available to the customers when they face the

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 is an alternative to digital notetaking

> Online shopping gives latest collction pros: Easy to use

cons: customer confused when have lost of collections

2. JOBS-TO-BE-DONE / PROBLEMS

latest collections

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The Customers are adults and

a person who is looking for

Customers facing issues like finding new trending collections.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do

i.e. customers have to do it because of the change in regulations.

> Customers need to be with new fashions for current trends

7. BEHAVIOUR

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 free time on volunteering work (i.e. Greenpeace)

> Customers spend the time to find the new fashion clothes

3. TRIGGERS



What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

> By seeing trendy collections in the fashion world

4. EMOTIONS: BEFORE / AFTER

EM

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.

Not in trend> Confident to face the trendy world

10. YOUR SOLUTION



SL

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

> Make a Chatbot Assistant and get in touch with customers regularly and update the latest collections to the customers

8. CHANNELS of BEHAVIOUR



8.1 ONLINE

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

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

> ONLINE: Customers buy the new clothes OFFLINE: Customers will use the clothes