

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids  
  
My customer are people either men, women and kids

6. CUSTOMER CONSTRAINTS CC

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.  
  
1. Feeling hesitated to ask someone for help in-person.  
2. Unreliable platforms.

5. AVAILABLE SOLUTIONS AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking  
  
There are Ecommerce platform that may suggest outfits with data of previous purchases But, Sometimes the sizes may vary with Brands and it could be misleading.  
  
Thus, we compare the outfits with changing brands and suggest the customer.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  
  
This platform will be helpful for someone looking for fashion suggestion according to their needs and the user may find suggested items.

9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists?  
What is the back story behind the need to do this job?  
i.e. customers have to do it because of the change in regulations.  
  
Even though there are many Ecommerce clothing websites but still people find it difficult to find their desired outfits as there is no suggestion for people's fits .

7. BEHAVIOUR BE

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)  
  
We ask our customers to provide the necessary data needed and we proceed with data given.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  
  
Many people find it difficult to find fashion to their taste, and this platform may aid to it.

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.  
Before : Lost, Confused  
  
After : Confident with their outfit, Satisfied.

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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.  
  
We are creating an interactive platform where people may find help to seek their desired outfits

8.CHANNELS of BEHAVIOUR CH

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7  
Customers used to show the outfits from platforms and ask for help in-person  
8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  
  
Customers used to ask for help to sales person to find the outfit they need.

Identify strong TR & EM