

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

1. Customer who have issues and wanted to find solutions for their queries.
2. Any issue raised by the customers can be solved by raising the tickets.

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. This web application is supportable by all devices.
2. If expense exceed the limit, the solution we propose will alert via email feature.

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

1. By means of direct communication between agent and user.
2. By proper communication.
3. By reading the guidelines properly.

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.

1. This web application provides solutions for the issues the customers are facing.
2. The queries can also be solved by using chatbot.

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.

1. Customers having lack of knowledge about the guidelines for solving the problem.
2. Not understanding answer to the solution.

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)

1. Make sure that the given guidelines are read carefully by the customer.
2. Make sure to provide proper solution for the queries.

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.

1. The customers must find solution to their issues

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem of a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

1. The customer will get satisfied or overwhelmed with the response from the agent

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,

1. Our solution is to design a helpdesk using python flask in cloud app development which is useful to solve the customer queries.

8. CHANNELS of BEHAVIOUR

CH

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

1. The overall data of this developed web application is securely stored in cloud database.

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

1. Customers must find optimal solution for their issues that they have raised.

Identify strong TR & EM

