CH

Define

CS,

fit into

CC

1. CUSTOMER S Who is your customer? i.e. working parents of

Product is th people may Loss function

SII 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.

All features are accessible Online store can be created for during online. identifying and buying the product organic productions of

4. EMOTIONS: BEFORE / AFTER

What triggers customers to act? i.e. seeing their

neighbour installing solar panels, reading about

a more efficient solution in the news

Make advertisement on

application free

subscription.

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: Many product buyers fear the negotiation process. AFTER:customer remorse is essentiallynan extremely negative response after purchasing an item.it

can be related to a number of things.

roughly acquired by the user. We try predict the amount of release by the best 70% accuracy so that user can get estimated

EM

side effects

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.

high quality product select best products by its quality.

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