

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Vehicle User(i.e: car, bike users), Vehicle Manufacturer</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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>Spending time, budget, hard to analyse, need Mathematical Knowledge</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem? What do they 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</div><div>To Solve this issue, need to get the vehicle to the service center. They analyse the vehicle performance and vehicle condition. It is costs and time consuming process</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Need to: Collect Data Analysis the Data Creating the ML Model Train the Model Test the Model</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Data collection is hard because it need Mathematical knowledge. Creating the model with high accuracy and low error is hard because it needs a enormous amount of the data</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? Directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div>They can contact the support, if they need any help</div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>By seeing the other vehicle user, online advertisements</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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>Creating an ML based app can solve their issue to analyse the performance of the vehicle</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>They can install the ML app, They can contact the support, etc...</div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div>Manual Analysis is hard, frear, Nervous</div></div>			