

Team ID: PNT2022TMID43216

| | | |
|---|--|---|
| <h3>3. TRIGGERS</h3> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>It builds endurance, muscle strength and cardiovascular fitness.</p> | <h3>10. YOUR SOLUTION</h3> <p>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.</p> <p>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.</p> | <h3>8. CHANNELS of BEHAVIOUR</h3> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Customers take action to call emergency when the person is on trouble</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> |
|---|--|---|

| | | | | |
|--|---|--|--|--|
| | <div data-bbox="152 60 763 89"><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div></div> <div data-bbox="152 97 725 156"><p>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. Feeling insecure and fear to get into the event.</p></div> | | <div data-bbox="1500 44 2036 63"><p>Customers take action offline by saving the person confidently because of lifeguard.</p></div> | |
|--|---|--|--|--|