

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

All kind of customers which includes the Researcher, Showroomer, The deal Seeker and many of this kind

CS

6. CUSTOMER CONSTRAINTS

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.

Inventory constraints refer to cumulative resources, which can store a single or several different products and have a prescribed minimum and maximum inventory, where the inventory is depleted and replenished overtime

CC

5. AVAILABLE SOLUTIONS

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

To invest in relations with suppliers, retailers and middlemen. To audit ourselves. To supply chain management. To encourage digital and contactless payments. Finally the solutions are based on solving the challenges by Listen, Emphasize, Apologize, Solve and Think.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

Storage space and Data Inaccuracy are the problems usually faced by customers. The jobs to be done by them are serving and processing sales transactions

J&P

9. PROBLEM ROOT CAUSE

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.

When your coworkers make a mistake in data it will cause data inaccuracy. The failures occur in the process of storing, accessing, and transporting multiple times throughout the supply chain

RC

7. BEHAVIOUR

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)

The customer behaviour is to be addressed by their aggressive, expressive, passive or constructive nature and their issues will be resolved for better purposes

BE

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

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

A Trigger is an event that causes a buyer to have a clear need, which usually converts into a sense of purpose and urgency in

TR

4. EMOTIONS: BEFORE / AFTER

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.

The customer feels the emotions of anger aggressive and upset. They feel needs and excitement before a problem

EM

10. YOUR SOLUTION

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.

My solutions for the problems faced by customers is to prevent making mistakes, attending customer needs, providing satisfaction and by maintaining the supply chain. We can also have new inventories to be more helpful.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Customers on online will search for product quality and other people's experience

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

They will check for product billing, qualities and their quantities

CH

Extract online & offline CH of BE