

Define CS, fit in to C	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? Students</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>C</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? Spending power</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 have they tried in the past</div></div>	Explore AS, different
	<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</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>story behind the need to do this job? customers have to do it because of the change in regulations.</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? Transport,Time,accuracy.</div></div>	

Stand RC	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</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.<ul style="list-style-type: none">It helps student for making decision for choosing a right college.Here the chance of occurrence of error is less when compared with the existing system.</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>	
	<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>			

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