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|--|---|--|---|---------------------------|
| 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>A customer is a person who buys products or services from a store, restaurant or other retail seller.</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>A lack of understanding of current trends</div></div> | <div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>Retail store to keep emergency supplies readily available and product sales predicted for the future.</div></div> | Explore AS, differentiate |
| | <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>Collect dataset, utilization of funds, maintainence</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>The customer has a problem if the retailer fails to keep the necessary stock on hand. Product updates on a regular basis</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? 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)</div><div>Improved knowledge of new sales. Responsive user interface, as well as the ability to make payments online.</div></div> | |
| Focus on J&P, tap into BE, understand RC | <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>A situation that leaves a buyer with a distinct need, which typically results in a sense of urgency and purpose during the purchasing process.</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>Inventory management at lower costs aids businesses in determining what stock to order when and in what quantities.</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>ONLINE: Online shopping is simple and user-friendly. OFFLINE: Evaluate the retailer directly and examine the product's quality before purchasing.</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>Before: 80% of manufacturers and distributors thought that our organization's overstocks were a problem. After: Reduce the stock problem and provided interactive UI and UX experience.</div></div> | | | |

