BE

Explore AS, differentiate

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

7. BEHAVIOUR

What does your customer do to address the problem and get the

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)

> Customers spend the time to find the new fashion clothes

Define

CS, fit into

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

1. CUSTOMER SEGMENT(S)

The Customers are Adults and children

6. CUSTOMER CONSTRAINTS

CS

J&P

What constraints prevent your customers from taking action or limit their

of solutions? i.e. spending power, budget, no cash, network connection,

Money and Network Connection

5. AVAILABLE SOLUTIONS

CC

RC

Which solutions are available to the customers when they face the

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

Team ID: PNT2022TMID14032

Online shopping gives New Collections

pros: Easy to use

cons: customer confused when have lost of collections

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

> Users hard to find Trending Fashion Clothes.

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?

> Customers need to be with new fashions for current trends