Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- **Customers are young and old who search for clothings**
- **Age group starts form 12**

6. CUSTOMER CONSTRAINTS — CC

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.

- **Network connection**
- **spending power**

5. AVAILABLE SOLUTIONS — AS

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

Online shopping

Customer may confused when a lot of collections are there

They are not able to find the correct clothing that meets their expectations

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

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

- **User face difficulty to find mordern clothings**
- **Lot of time to be spended for searching the right clothings**
- **This app makes the user go with a trend**

9. PROBLEM ROOT CAUSE — RC

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.

- **Customer wants to go with a trend**
- **Waste of time when simply scrolling**
- **Totally mismatched things are shown**

7. BEHAVIOUR — BE

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)

- **Many of the online stores sells clothes that only motive to clear stocks**
- **Customer may not know about trending styles**

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

Identify strong TR & EM

3. TRIGGERS — TR

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

By seeing neighbour or friends clothing collections that are actually good and meets with the new trend

4. EMOTIONS: BEFORE / AFTER — EM

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.

Before
Searching for clothing collection is little bit trickey
After
Customer able to find the absolute collection with less amount of time

10. YOUR SOLUTION — SL

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.

Making chat-bot for searching the right clothings for customers

Sending notifications to the customers when the absolute collections is arrived

8. CHANNELS of BEHAVIOUR — CH

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

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

ONLINE
Through online mode the customers able to find the clothes and save it for feature

OFFLINE
Through offline mode customers buy and use the clothing according to thier feature use

Identify strong TR & EM