

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids  <b>Small scale shop owners.</b>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.  <ul style="list-style-type: none"> <li>• Confusion while choosing products that benefit them most in terms of profit.</li> <li>• Shortage of On-demand stocks..</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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  <ul style="list-style-type: none"> <li>• Healthier Supplier relationship for smooth business.</li> <li>• Identifying Inventory Re-Stock Points.</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  <ul style="list-style-type: none"> <li>• Checking stocks of items and restock whenever needed.</li> <li>• Analyzing the brand value and prices to re-order required products.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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.  <ul style="list-style-type: none"> <li>• Poor management of stocks in the inventory.</li> <li>• Poor choice of products selection without analyzing the previous sales history.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> 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)  <ul style="list-style-type: none"> <li>• Alert the retailer to restock the required products or items.</li> <li>• Regular auditing of inventory in pursuit of continuous management and monitoring.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  <ul style="list-style-type: none"> <li>• Looking up at successful Online businesses triggers retailers to improve theirs by stock inventory analysis.</li> <li>• Significant loss in the business due to poor management of stocks.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> 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.  <ul style="list-style-type: none"> <li>• Analyzing sales reports and follow rightful spending on the products.</li> <li>• Being on trend and finding the most demanding ones in the market and maintaining them in stock.</li> <li>• Monitoring inventory on a regular basis for restock.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  <b>ONLINE</b> : Chat with the retailers on restock of products or bulk purchases.  <b>OFFLINE</b> : Directly contact the retailer and explain his needs on the purchase.	Identify strong TR & EM

<div data-bbox="152 100 454 124" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="721 92 761 124" data-label="Image"></div> <div data-bbox="152 132 777 172" data-label="Text"><p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p></div> <div data-bbox="152 196 797 263" data-label="Text"><p><b>Before</b> : Fear of their favorite product being out of stock during sales.</p></div> <div data-bbox="152 304 763 371" data-label="Text"><p><b>After</b> : Proper and accurate tracking of stock of their desired products.</p></div>		
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