

|                         |  |  |   |                           |
|-------------------------|--|--|---|---------------------------|
| Define CS, fit into CC  | <div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</div><div>The Customers are Adults and children</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>Money and Network Connection</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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Online shopping gives New Collections<br/>pros: Easy to use<br/>cons: customer confused when have lost of collections</div></div> | Explore AS, differentiate |
|                         | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;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>Users hard to find Trending Fashion Clothes.</div></div>   | <div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists?<br/>What is the back story behind the need to do this job?<br/>i.e. customers have to do it because of the change in regulations.</div><div>Customers need to be with new fashions for current trends</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?<br/>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>Customers spend the time to find the new fashion clothes</div></div>   |                           |
| Identify strong TR & EM | <div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>Seeing neighbor Dressing Styles</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.<br/>If you are working on a new business proposition, then keep it blank until you fill inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>Make a ChatBot Assistant for shopping with customers and send notifications when new collections arravied</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?<br/>i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Felling Sad and Frustration &gt; Selfconfident</div></div> | <div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE<br/>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE<br/>What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>ONLINE: Customers buy the new clothes<br/>OFFLINE: Customers will use the clothes</div></div>   |   |                           |

**SUBMITTED BY:**

**Sunil Raja A - 95071912100**

**John Milton - 95071912302**

**Saravana Muthu Babu - 95071912084**

**Harini P - 95071915012**