Define CS, fit into CC | **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S)   CS

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

1) To solve their problem quickly
2) Customer understand the problem but can't solve it
3) Customer doesn't completely understand the interface

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.

1) Lack of knowledge, awareness regarding the features available and offered
2) Second guess regarding its purpose

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

1) Customers could always go to some website community
2) Reference from social media platforms
3) Depending on Influencers to try and replicate

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.

1) To make simple effective outfit combinations
2) To regulate customer's request
3) Get them offer deals for bargain

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.

1) Not recommending the perfect one
2) Not user friendly interface

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)

1) Dilemma regarding the right solution
2) Biased opinion, not open to options
3) Expecting better experience

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.

1) Seeing their friends and colleagues better dressed then them
2) Bored with their general attire and everyday look
3) Insecure about their outfit choices

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.

1) Feeling quite below average
2) Uncomfortable around well dressed people

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.

1) To solve their problem by support them
2) Get their feedback and make convenient to use

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.

8.1 Online:
1) Customer can receive the data in the app

8.2 Offline:
1) Customer can store the data in the device