

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

The persons who need another person to clarify their queries are my customer.

6. CUSTOMER

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.

Financial constraints are real issues that should not be confused with subjective or emotional excuses for not following a certain course of action. For many individuals, retirement income becomes a constraint in older age that curtails spending and consumption.

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

Listen to the customer and show genuine empathy
Assess the situation
Ask for the customer's needs and preferences
Offer a solution and give options whenever possible

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.

Theory, there are three types of jobs-to-be-done your customer is trying to get done - functional, emotional and consumption.

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.

Lack of real time engagement
In many scenarios, customers need instant assistance and at times, live chat is not just enough. There is a need to view the problem or have a face-to-face conversation for getting the right solution.

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)

stay calm. treat the situation with humour, rather than getting angry. distract their attention, rather than getting confrontational. if other people are present, explain to them that the behaviour is because of an illness and is not personal.

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.

These interactions/triggers are pieces of information which users create through their everyday actions that indicate they are either a

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

The customer feels very bad. Do not try to talk over the customer or argue with them. Let the customer have their say, even if you know that they are mistaken and don't have all the information, or you can anticipate what they are

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.

Chatbot is created and implemented in the bank website the user can ask any queries to the bot about loan queries, home loan, educational loan health insurance, money transaction etc.....the bot can answer to the customer what they ask

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

The customer can login to website and ask any bank related queries to that bot, the bot can able

8.2 OFFLINE

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

The customer can directly go to bank and ask any bank related questions.