

	<div data-bbox="143 1034 250 1058"><b>3. TRIGGERS</b></div> <div data-bbox="721 1031 757 1059"><b>TR</b></div> <div data-bbox="154 1066 638 1106"><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p></div>	<div data-bbox="817 1034 996 1058"><b>10. YOUR SOLUTION</b></div> <div data-bbox="1393 1031 1429 1059"><b>SL</b></div> <div data-bbox="826 1066 1397 1169"><p>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.</p><p>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.</p></div>	<div data-bbox="1496 1034 1753 1058"><b>8. CHANNELS of BEHAVIOUR</b></div> <div data-bbox="1774 1031 1809 1059"><b>CH</b></div> <div data-bbox="1498 1066 2083 1193"><p><b>8.1 ONLINE</b></p><p>What kind of actions do customers take online? Extract online channels from #7</p><p><b>8.2 OFFLINE</b></p><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p></div>	
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Identify strong TR & EM	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> 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.			Identify strong TR & EM
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Project Title:

Project Design Phase-I - Solu on Fit Template

Team ID: PNT2022TMID49001

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>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.	<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	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.	<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.	<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)	

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

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