

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

- 1. Customer
- 2. Retailer
- 3. Seller

CS

4. EMOTIONS: BEFORE / AFTER

M

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. High cost - Anxiety
- 2. Good Quality - Satisfaction
- 3. Low Price - Happy

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

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. High Cost
- 2. Quality of product
- 3. Waste brands

6. 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. Short-stock recovery establishment.
- 2. Counting inventory less frequently.

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

- 1. It easy-way to Calculate predict the stock and see which is sales more.

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. Product personalisation can provide people with a level of personal service that is difficult to replicate online.

8. YOUR SOLUTION

L

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

- 1. We can sell the best quality brand product and get the profits.

solves a problem and matches customer behaviour.

9. CUSTOMER SATISFACTION

HS

Using this software people can easily analyse, prepare and visualize the data and provide best solution.

Identify strong TR & EM