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

- General consumers who are in need of a product.
- They can be of all ages.

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.

- Cost of product.
- Product quality.
- Delivery cost.
- Poor communication.
- Delivery delay.

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

- Check delivery date.
- Compare cost of the products with other products.
- They can compare the cost of product and purchase their desired choice

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

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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.

- Maintaining up to date products.
- Ordering the light amount and not in excess.
- Purchasing the products in lower price thanselling price.
- Product demand forecasting.
- Having competitive stock pricings.

9. PROBLEM ROOT CAUSE

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.

- Contacting suppliers and getting good deals from them.
- Contacting suppliers and getting good deals from them.
- Having low bandwidth to hold sufficient consumers in the site.

7. BEHAVIOUR

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)

- Customer feedback for improvement of application.
- Having sufficient bandwidth to support on demand consumers.
- Finding good supplier with low cost of product.

Identify strong TR & EM

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3. TRIGGERS — TR

- Having the stock price high.
- Lack of application service.
- Customer unable to reach the application due to high demand.

4. EMOTIONS BEFORE/AFTER: — EM

BEFORE – Untrusted, lack of knowledge of stocks.

AFTER - Trusted, clear minded, having sound knowledge of stocks, etc.

10. YOUR SOLUTION — SL

- Deploying the application in a cloud server that tracks the real-time inventory and manages them.
- Such as purchase details, sales, sales prediction, etc.
- Notifies when the stocks are low and needsto be restocked.

8. CHANNELS of BEHAVIOUR — CH

ONLINE – Can access all the services and details.

OFFLINE - Notification about stock management.