

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>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.</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><div>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</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>separates the components the industry works the fire extinguisher</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>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.</div><div>the industry using the more than elctronice components using</div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>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)</div><div>the electronic component combustiable fire extinguisher uding the co2</div></div>	
<div><div>3. TRIGGERS</div><div>the electrice component shortcircuit</div></div>	<div><div>10. YOUR SOLUTION</div><div>the flammable fire extinguisher using the two component co2&water</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>fire alarm and the flammable fire extinguisher co2@water</div></div>	Identify strong TR & EM	
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>the emotion for before lot of water</div><div>the emotion for after seprate the component safe the fire extinguisher</div></div>				