

### 1. CUSTOMER SEGMENT(S)

CS

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

A person who orders is the customer

### 5. 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.

Budget, No cash, Network Connection, Return policy, order cancel policy, Location Tracking.

### 8. 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

If the ordered product are changed you can return the product and exchanged it.

If the product get delayed in the date of delivery, you can contact us and checking the reason.

### 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.

- Provide Good quality products.
- Deliver correct address.
- Product will be delivered in mentioned date.
- Cash on delivery also provided.

### 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.

Many customer face this quality issues, like products are damaged and products are not worth the price. Many customers complain. So we do check everything before we ship the product.  
And deliver correct address and mentioned date.

### 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)

If there is any issue, we provide issue box to tell the issue they faced in that box.

### 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.

- Offers
- Discount
- Quality
- Reasonasble cost

### 4. EMOTIONS:

EM

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.

- Insecure
- Lost confident
- Bad thought about our work

### 9. 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.

You can return the item and swap it if the item you ordered is different.

You can get in touch with us and inquire about the cause if the goods is delivered later than expected.

### 10.CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

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

#### 8.2 OFFLINE

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

- Online:  
Issue box
- Offline:  
Cash on delivery  
Delivery men or women.