

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer? Humans

CUSTOMER LIMITATIONS

CC

When this problem occurs?
Spending power, budget,
Network connection
Available devices

5. AVAILABLE SOLUTIONS

AS

Which solutions are available for the customer
When he/she is facing the problem
What has he/she tried in the past?
Pluses & minuses?

Explore AS, differentiate

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

2. JOBS –TO-BE-DON / PROBLEMS

J&P

Which problem do you solve for your customer?
People lack green in their home interior.

9. PROBLEM ROOT CAUSE

RC

What is the case of every problem fom the list?
People think that solar panels are a bad investment right now.
Because they are expensive (1)
And possible changes in the law might influence the return the investment
significantly and diminish the benefits (2).

7. BEHAVIOUR

BE

What does your customer do about / around / directly or indirectly
related to the problems?
Directly related:
This different “green energy” calculators in search for
the best deal and usually choose for the best deal and usually choose
for 100% green provider.
Indirectly related:
Voluntary work, greenpeace.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customer to act?
Seeing their neighbor installing solar panels

10. YOUR SOLUTION

SL

As a result of penetration of technology into agriculture field, there is a marginal improvement
in the productivity.
The activities of agriculture field are numerous like weather forecasting , soil quality
assessment,seeds selection, crop yield production, etc

8. CHANNELS of BEHAVIOUR

CH

Where online does this behavior happen?
Extract online and offline channels from the behavior
block..

Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER

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.

