1. CUSTOMER SEGMENT(S)

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

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 &

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.

6. CUSTOMER CONSTRAINTS 5. AVAILABLE SOLUTIONS

1. Retailer 2. Manager 3. Customer

Algorithm.

1. Availability of stock at time

cons do these solutions have? i.e. pen and paper is an alternative to digital
notetaking

2. Stock quality 1.Accurate

prediction of the profit/ losses by using Linear Regression or Logistic

Regression and Random Forest

9. PROBLEM ROOT CAUSE

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

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. Stockouts

2. Overstocking

1.Tries to identify the status of Best sellers and Slow sellers

3. Damage brands 1. Inefficient communication 2. Incomplete access

indirectly associated: customers spend free time on volunteering work (i.e
Greenpeace)

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. Tries to identify the status of Best sellers and Slow sellers

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.

1. Low quality - Miserable
2. Over cost - Anxiety
3. Quality - Satisfication

10. 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.

1. Proper planning of selling the product by improve purchasing with accurate demand forecasting

8. 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.

1. Track inventory in advance
2. Reorder point