

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

People with extreme hyperglycemia probably around the age of 30 and above.

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.

The constraints may include basic technical knowledge, network issues, need of computational resources.

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

They might seek the nearby cybercafé for network instability and for technical support which might turn into great problem because of attackers.

Explore AS, differentiate

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

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.

- > Delayed results might be an issue
- > Need of a basic technical knowledge
- > Need of fundus image in-hand prior performing this test.
- > People may feel that their privacy might get lost.

9. 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.

- > Rapid modernization has a leading hand in this change
- > Contradictions in the diagnosis of doctors also has caused this change.

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)

- > Seek some knowledgeable person or try contacting the technical team for guidance.
- > Refer to internet in this regard.
- > Try changing the network for good performance.
- > May seek clinics nearby so that there will be direct consultation of doctors.

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

Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbors installing solar panels, reading about a more efficient solution in the news. -> It might be the cost efficient and time saving solution for this problem -> Suggestion of doctor might also be a triggering factor -> Seeing patients with similar issues getting quick and accurate response.	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 behavior. -> Clear explanation via documentation and user-interface will be provided. -> An exclusive comment section for resolving the queries of the users. All queries will be responded within 24 hours. -> Collaborate with hospitals for guidance of patients.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 -> Refer to internet in this regard -> Try changing the network for good performance.	Identify strong TR & EM
	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. Time and effort consuming > Time saving and effort less More dependency on doctors > Less Dependency on doctors		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. -> Seek some knowledgeable person or try contacting the technical team for guidance. -> May seek clinics nearby so that there will be direct consultation of doctors.	