Felling Sad and Frustration >

Selfconfident

AS

BE

OFFLINE: Customers will

use the clothes

5. AVAILABLE SOLUTIONS 1. CUSTOMER SEGMENT(S) 6. CUSTOMER CONSTRAINTS CC efine CS Which solutions are available to the customers when they face the Who is your customer? What constraints prevent your customers from taking action or limit their choices i.e. working parents of 0-5 y.o. kids of solutions? i.e. spending power, budget, no cash, network connection, available 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 S fit into Online shopping gives New The Customers are Adults Money and Network Collections and children Connection pros: Easy to use cons: customer confused when have lost of collections J&P 7. BEHAVIOUR 2. JOBS-TO-BE-DONE / PROBLEMS 9. PROBLEM ROOT CAUSE RC What does your customer do to address the problem and get the job Which jobs-to-be-done (or problems) do you address for your What is the real reason that this problem exists? done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; customers? There could be more than one; explore different sides. What is the back story behind the need to do indirectly associated: customers spend free time on volunteering work (i.e. i.e. customers have to do it because of the change in Greenpeace) Users hard to find Trending Fashion Clothes. Customers need to be with Customers spend the time to new fashions for current find the new fashion clothes trends TR SL3. TRIGGERS 10. YOUR SOLUTION 8. CHANNELS of BEHAVIOUR What triggers customers to act? i.e. seeing their neighbour installingsolar If you are working on an existing business, write down your current solution first, fill in 8.1 ONLINE panels, reading about a more efficient solution in the news. What kind of actions do customers take online? Extract online channels from #7 the canvas, and check how much it fits reality. Identify strong If you are working on a new business proposition, then keep it blank until you fill inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. What kind of actions do customers take offline? Extract offline channels from #7and use Seeing neighbor Dressing Styles them for customer development. EM Make a ChatBot Assistant for 4. EMOTIONS: BEFORE / AFTER ONLINE: Customers buy the How do customers feel when they face a problem or a job and afterwards? shopping with customers and i.e. lost, insecure > confident, in control-use it in your communication strategy & design. new clothes send notifications when new

collections arravied