Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

1. CEO of an organization.
2. Shareholder of the organization.
3. HR of the organization.

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.

1. Budget problem.
2. Loss of experienced employees.
3. Addressing the problem of all employees.

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 notetaking

1. Heard about the issues of employee's but unable to solve since it's groundless.
2. Took survey's but unable to analyze the surveys.
Solution:
3. Better analysis is provided to find the problems.

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.

1. Providing reasonable leaves.
2. Recognize and reward employees.
3. Create learning and development programs.
4. Prioritize employee's happiness.
5. Offer flexibility

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.

1. Poor work environment.
2. Work pressure.
3. Poor rewards and no recognisation.
4. Employee have to do it because of change in rules and regulations that are not employee friendly.

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)

1. Did surveys, and found some problems of employees.
2. Spend time with employees to find major problem.
3. Providing support sessions.

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 neighbour installing solar panels, reading about a more efficient solution in the news.

1. Maintaining company's standard.
2. When the company's profit decrease.
3. Less productive activities of employees.

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. Lost.
2. Depressed.
3. Loss of confidence.

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.

Solution:
1. Doing proper analysis and identifying major problems.
2. Providing clear and simple solution to solve every problem.

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.

8.1 Online:
Did surveys, and found some problems of employees.
8.2 Offline:
Spend time with employees to find major problem.
Providing support sessions.

Identify strong TR & EM