Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

As dress is an essential need everyone with a smart phone laptop or gadget that can access website can be a customer. Mainly persons interested in new trends and new Fashion.And also persons who have a selective choice in Fashion.

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.

• Pricing of products might be high on high quality and latest trends they might like it but cost might be high.

• No direct visual sample

• Online possibilities of hacking problems during online money transaction.

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

• Pricing filters can be taken into considerations

• For direct sample we can have return policy's

• Customers care to assist in case of transaction failure

• Customers can register their problems to the chat bot

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.

• Showing get customer satisfied recommendations.
• Showing transaction status.
• Showing product shipping movement delivery status.

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.

• As new trends are up every body would need the best outfit and they might not now where and whom to ask that is were our recommender plays an important role in solving.
• There might be network issues that might interrupt transaction so we need to asset them with details and support if needed

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)

• Find the best trend outfit that he like and also suits him that he could afford

• Show the seller who sells it at the best possible price and with the better quality.

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.

• Seeing people around wearing best outfits
• Seeing celebrites wearing new fashions
• Advertisement that show outfit that he likes

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.

• Outfit a person wear increase the confidence level and the image of the person.
• When he finds outfit that suit him the most and wear he would have high confidence and he would also have get more friends seeing his 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.

• Provides complete outfit recommendations based on customer text/image under different criteria with visuals of outfit on customer's image.
• Provide all details about the recommended products and all other status informations

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.

ONLINE:
Search for latest outfit using AI bot assist and order online and have online payments that are stored.

OFFLINE:
Search for outfits available in the showroom. limited collections compaired to online assisted by the human sales man

Identify strong TR & EM