

	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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	
Define CS, fit into CC	- Businesses or businessmen who would like to gain more knowledge about the performance of products in the global market and to gain important insights through sales data.	- Budget - Time Constraints - Efficiency	- they can perform trial and error for each sales strategies but it is too costly. - They can manually perform analysis but it is very time taking. - They can hire data analysts to analyse but that is also a costly process.	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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.	<b>7. BEHAVIOUR</b> <span>BE</span> 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)	
Focus on J&P, tap into BE, understand RC	-To determine the analyses that are to be performed on the data which must be relevant to the data.  - To be able to help the customer visualize the performance of his data.  -To be able to provide valuable insights about the business' performance.	- Time constraints  - Need for cost saving	- Find data analysis solutions from the internet  - Consult people for analysis	Focus on J&P, tap into BE, understand RC
	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	<b>10. YOUR SOLUTION</b> <span>SL</span> What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.	<b>8.1 ONLINE CHANNELS</b> <span>CH</span> What kind of actions do customers take online? Extract online channels from box #7 Behaviour	
Define CS, fit into CL	- The need for cost saving is the need of the hour. - Businesses are trying to find methods to find the most efficient strategy which we provide through insights.	- To perform analysis and to display the visualisations based on the data uploaded  - To display the visualisations and the insights based on the data through a dashboard.  - Provide an interactive dashboard for visualisations and insights.	- Searching for data analysis solutions in the internet.	Explore AS, differentiate
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> 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.	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.	<b>8.2 OFFLINE CHANNELS</b> <span>CH</span> What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.	
	<b>Before :-</b> - Lots of stress to decide on the strategy of sales of the product - Clueless about the outcomes of different strategies. <b>After :-</b> - Clarity in their sales strategy		-Consulting experts on the problem at hand. -Hiring data analysts.	