

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><p>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.</p></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><p>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</p></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>Acne,blocked skin follicles that lead to oil, bacteria and dead skin buildup in pores. Alopecia,areata,losing your hair in small patches. Atopic dermatitis,dry,itchy skin that leads to swelling,cracking or scaliness</p></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><p>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.</p></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><p>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)</p></div>	
Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><p>Allergies,Irritants,Genetic Makeup,certain diseases and immune system problems can cause skin conditions</p></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><p>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.</p></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p></div><div><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>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.</p><p>Skin disease have an adverse impact on psychological well-being and can lead to more depressive symptoms,social isolation,loneliness and decreased quality of life. The psychological impact of skin diseases is often underestimated compared to that of other</p></div>			