Purpose/Vision

orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave?i.e.penandpaperisanalternativetodigitalnotetaking

**AS**

**5.AVAILABLESOLUTIONS**

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices

ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices.

**CC**

**6.CUSTOMERCONSTRAINTS**

**CS**

**1.CUSTOMERSEGMENT(S)**

Whoisyourcustomer?

i.e.workingparentsof0-5y.o.kids

**ExploreAS,differentiate**

**Focus onJ&P,tapintoBE,understandRC**

**DeﬁneCS,ﬁtintoCC**

**Focus onJ&P,tapintoBE,understandRC**

-Insufficient report visibility

-Expense policy management and enforcement

-Easy to use mobile app that minimize data entry time

-Solid customization

-People who felt ease for tracking expense

usage and beneﬁts;

**BE**

**7.BEHAVIOUR**

Whatdoesyourcustomerdotoaddresstheproblemandgetthejobdone?

**RC**

**9.PROBLEMROOTCAUSE**

What is the real reason that this problem exists?

**J&P**

**2.JOBS-TO-BE-DONE/PROBLEMS**

Whichjobs-to-be-done(orproblems)

-Save the time of customer

-Create balanced budget

-Customer need to do it to avoid unexpected expense and wastage of money

-Stick to their monthly expense

-Know about save and spend

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **IdentifystrongTR&EM** | **3.TRIGGERS TR**  Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,readingaboutamoreefﬁcientsolutioninthenews.  -Face monthly crisis  -Aware about daily expense | **10.YOURSOLUTION SL**  Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionﬁrst,ﬁllinthecanvas,andcheckhowmuchitﬁtsreality.  Ifyouareworkingonanewbusinessproposition,thenkeepitblankuntilyouﬁllinthe canvas and come up with a solution that ﬁts within customer limitations,solvesaproblemandmatchescustomerbehaviour.  -Provide better tracking applications that enable administrations to set expense policies  -Enable detailed drill-down reports across a broad range of matrix for real time analysis | 1. **CHANNELSofBEHAVIOUR CH**     1. **ONLINE**   Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7  -Use cloud based software  -Use personal tracking app   * 1. **OFFLINE**   Whatkindofactionsdocustomerstakeofﬂine?Extractofﬂinechannelsfrom#7andusethemforcustomerdevelopment.  -Marketing actions like traditional marketing that do not involves internet | **Extractonline&ofﬂineCHofBE** |
| **4.EMOTIONS:BEFORE/AFTER EM**  Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?  i.e.lost,insecure>conﬁdent,incontrol-useitinyourcommunicationstrategy&design.  -People no need to worry about misplaced receipts and paper traits |

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