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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><div>1. Gym Trainers</div><div>2. Sportsmen</div><div>3. Fitness Enthusiasts</div><div>4. Working professionals who don't have time to manage their diets.</div></div> | <div>6. CUSTOMER CONSTRAINTS<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>1.Lack of accurate information</div><div>2.Deviations from the diet</div><div>3. Lack of proper scheduling</div></div> | <div>5. AVAILABLE SOLUTIONS<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><p>Browsing the internet to find the nutritional value of different food items to maintain a proper diet.</p><p>Pros:</p><p>There are countless information available in the internet.</p><p>Cons:</p><p>A lot of inaccurate information and there is no systemized approach.</p></div> | Explore AS, differentiate |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<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><div>1. We give accurate information about their calories intake.</div><div>2. Proper diet plan which includes food items which are available in their locality.</div></div> | <div>9. PROBLEM ROOT CAUSE<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>1. Lack of time management</div><div>2.Consistency and improper diet</div><div>3.Tiredness</div></div> | <div>7. BEHAVIOUR<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>1. Try to reach another app</div><div>2. Consulting their nutritionist</div><div>3. Browsing the internet</div></div> | |
| Focus on J&P, tap into BE, understand RC | | | | Focus on J&P, tap into BE, understand RC |
| | <div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</p><p>By seeing fitness influencers who appears on social media.</p></div> | <div>10. YOUR SOLUTION<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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p></div> | <div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</p></div> | |
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| Identify strong TR & EM | <p>4. EMOTIONS: BEFORE / AFTER</p> <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>Before: Doubtful, Hesitation After: Hopeful, Confident</p> | <p>1.By scheduling proper diet plan according to their schedule.</p> <p>2.By giving them accurate information about their calorie intake.</p> | <p>Online: 1.Surfing through internet to find a solution for their problem</p> <p>Offline: 1.Ask friends or other previoususers recommendation 2.Suggestion from Nutritionist</p> | Identify strong TR & EM |
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