

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer?  User of that Application and the people who are into online shopping.</div>	<div>6. CUSTOMER CONSTRAINTS 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.  ● Proper internet connection. ● An mobile.</div>	<div>5. AVAILABLE SOLUTIONS 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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking.  ● Consumers have to file a complaint with the website's customer care. ● Switching on to another application.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  ● Poor knowledge about the application. ● Poor internet connection. ● Proper installation of the application. ● Fake Product review. ● Lack of Personalisation. ● Not having a flexible return policy. ● Too complex check-out process.</div>	<div>9. PROBLEM ROOT CAUSE 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.  ● no guarantee of a product's quality. ● Products are often lost or damaged while in transit. ● there are payment failures due to website's server error, payment gateway error or issues with One Time Password (OTP).</div>	<div>7. BEHAVIOUR 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  ● Consumers have to file a complaint with the website's customer care.</div>	

### 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.

- Desire
- Trust
- Stickiness
- Ease

### 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.

- Product Quality issues.
- Feeling insecured.
- Extra hidden charges.
- Delayed Delivery.

### 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.

- Embedding an recommender engine.
- Developing an best UI.

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- Install the app and scroll over the products and place it.

#### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Switch over different shops and get the desired products.