

Define CS, fit into CC	<div>1.CUSTOMER SEGMENT(S)<div>CS</div></div> <div>A Person who buys goods or services in a shop, restaurant, e.t.c.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Faulty and unsafe products. What to do when something doesn't work, breaks easily, is unsafe, Refund, replacement, repair e.t.c....</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Bring New Perspectives and Ideas, Be Willing to collaborate, Have Confidence in your Ability to achieve Results.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBL<div>J&P</div></div> <div>The customers want something that will improve their life, and it ends when they obtain or give up on obtaining the object of their desire /Unavailable products, Poor product quality,long waits, Unhelpful customer service.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Problem root cause helps management address customer concerns, negative reviews, and recurring problems from a top-down view instead of a top-down view instead of a bottom-up approach.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Habitual buying behavior, variety-seeking behavior, dissonance-reducing buying behavior, complex buying behavior.</div>	

Focus on J&P, tap into BE, understand RC

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Identify strong TR	<div>3. TRIGGERS</div> <div>TR</div> <div>Anxiety, emotional triggers, the owner is not enough to advertise the things.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Products or Services that businesses use to gain a deeper understanding of their customers’ needs and expect the complications.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE The complete set of perceptions that customers receive while purchasing a product or service, and even what they feel after the deal is closed.</div> <div>8.2 OFFLINE Offline shops have offers going on only limited number of months a year, customer satisfaction is more in offline shopping.</div>
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Customers might call asking for replacements, refunds advice. When a customer calls with a poor product quality complaint, it’s important to ask the customer questions about the product and identify the major issues.</div>		