Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- General consumers and retailers who are in need of a product.
- No age restrictions

6. CUSTOMER CONSTRAINTS `CC`

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.

- Product efficiency
- Lack of network connection.
- Charges in delivery.
- Product delivery delay.
- Non familiarity in using devices

5. AVAILABLE SOLUTIONS `AS`

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

they can compare the cost and quality of product and purchase.
they can return if the quality does not satisfy their expectation..
they can also check for delayed delivery

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Updating the products according to current sales.
- Knowing the demand and ordering.
- Purchasing the products with maximum profit margin.
- To maintain stock values.
- To support a large no of customers at a same time

9. PROBLEM ROOT CAUSE `RC`

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.

- Having low bandwidth to hold sufficient consumers in the site.
- Can't predict customers needs in short period of time. Need data to have an accurate stock prediction.
- Contacting suppliers and getting good deals from them

7. BEHAVIOUR `BE`

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)

- Analyzing customer satisfaction and predicting the sales.
- Choosing the appropriate supplier.
- Improving the application based on customer feedback.
- To provide tireless service for customers.

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

Identify strong TR & EM

3. TRIGGERS `TR`

- Non availability of service due to demand.
- Maximum stock prices .
- Disorder in service of application.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE —Non linearity in stock and prices. It caused having less knowledge of stock

AFTER- Keen knowledge about stocks, satisfied services, recommending to others

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 behavior.

- Deploying the application in a cloud server that tracks the real-time inventory and manages them.
- Such as purchase details, sales, sales prediction, etc.
- It sends an email to the retailers when the stocks are low and needs to be restocked.
- Having a chatbot to guide and help the consumers who are having

8. CHANNELS of BEHAVIOUR `CH`

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

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

ONLINE – Can access all the services and details.

OFFLINE - SMS notification for detailed list of enquiries.

Identify strong TR & EM