

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)  
Who is your customer?  
i.e. working parents of 0-5 y.o. Kids

CS

- Understand your competitors use of CO2-saving and fuel efficiency technologies
- See where your competitors are likely to position their products in each market segment
- Simulate impact of new technologies on performance, fuel efficiency and carbon footprint

6. CUSTOMER CONSTRAINTS  
What constraints prevent your customers from taking action or their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

CC

Shift time – This is the time the driver is available to work, based on *Hours Worked Per Shift, Number Of Shifts Per Day, Hours Break Time Per Shift and Operating Days Per Week*. This is also affected by *Time Utilization*.

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

AS

Automobile manufacturers publish power measured at the crankshaft (bhp or brake horsepower). However, it is the power a car can produce at the wheels (wheel horsepower or whp) that matters when it comes to acceleration performance.

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

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.

J&P

- To provide factory-based performance analysis support before, during & after track events
- To plan, execute & report on vehicle performance tests in the Driver In the Loop (DIL) Simulator
- To exploit car performance via setup optimisation and development of new concepts
- To support Trackside and Design functions with relevant and rigorous insight from offline simulation

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.

RC

- Realize the Problem. First, you need to identify what actually went wrong. ...
- Collect a Sufficient Amount of Data. ...
- Identify the Associated Causal Factors. ...
- Draw a Conclusion. ...
- Implement Any Necessary Changes.

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 usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

BE

- Fuel economy & emissions.
- Thermal and energy management.
- NVH and acoustics, pass-by-noise regulation.
- Durability.
- Drivability.
- Driving dynamics.
- Integrated safety.
- Aerodynamic performance.

3. TRIGGERS  
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR

Trigger data collection based on user-defined events, such as DTCs, vehicle performance, driver behavior, and more. Save data to internal logger storage, or wirelessly transmit it to a server automatically at scheduled times based on data analysis results or user commands.

10. YOUR SOLUTION  
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.

SL

Identify your specific audience. ...

Establish business processes. ...

Record key business resources. ...

Develop a strong value proposition. ...

Determine key business partners. ...

Create a demand generation strategy. ...

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

CH

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

Around 40% of marketers claim that offline marketing strategies are important to their overall marketing efforts. At the same time, nearly 78% of responders opt for online promotions and focus on digital channels. These numbers don't mean that the two approaches are mutually exclusive. Actually, your offline customer journey can significantly benefit from digital marketing and vice versa – online marketing strategies are strengthened with traditional offline channels.

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design. Make sure that you listen actively to their problems or complaints, and resist the urge to interrupt or solve the problem right away. <b>Be empathic and understanding, and make sure that your body language communicates this.</b> If you're not sure how to fix the situation, then ask your client what will make them happy.</div></div>			
--	---	--	--	--