

## Project Design Phase-I - Solution Fit

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>customer segment is the process of organizing customers into specific groups based on shared characteristics, behaviours, or preferences, with the aim of delivering more relevant experiences.</div></div>	<div>2. CUSTOMER CONSTRAINTS<div>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</div><div>Regulatory Requirements Regulatory Requirements Additional Deliverables. Customer requested milestones, progress reports, and expected product</div></div>	<div>3. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when they face the problem</div><div>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</div><div>When Customer Rens Do Not Listen Carefully to What the Client Needs the Customer Gets Transferred from One Department to Another When Customer Service Rens Are Rude to Clients When You Cannot Offer A Solution To The Customer</div></div>	Explore AS, differential
	<div>4. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Fully understanding a customer's job requires understanding the progress a customer is trying to make in particular circumstances and understanding all of its functional, social, and emotional dimensions—as well as the trade-offs the customer is willing to make.</div></div>	<div>5. PROBLEM ROOT CAUSE<div>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.</div><div>The button might be broken on some browsers, have we checked?</div><div>- Maybe the value of proceeding is not clear at this step.</div><div>- Maybe there are too many options at this juncture and it's confusing.</div><div>- Maybe there are just too many steps.</div></div>	<div>6. BEHAVIOUR<div>What does your customer do to address the problem and get the job done?</div><div>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)</div><div>we buy a product, we essentially "hire" it to help us do a job. If it does the job well, we'll hire it again If it does a crummy job, we "fire" it and look for something else to solve the problem. Jobs are multifaceted</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<b>7. TRIGGERS</b> <span>TR</span> <b>Trigger</b> is a statement that a system executes automatically when there is any modification to the database. In a trigger, we first specify when the trigger is to be executed and then the action to be performed when the trigger executes.	<b>8. YOUR SOLUTION</b> <span>SL</span> 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. <ul style="list-style-type: none"> <li>Summary</li> <li>Description of the Company</li> <li>Mission and Objectives</li> <li>Products and Services Offered</li> <li>Market Demand and Trends</li> </ul>	<b>9. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  <b>OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. If it does a crummy
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10. **If it does a crummy job, we “fire” it and look for something else to solve the problem. Jobs are multifaceted**

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

When employees are hired, they form psychological bonds with their organizations based on mutual feelings of loyalty, trust, fairness, and obligation. But during a downturn, when companies retreat into cost-cutting mode, the bonds break down

- Marketing and Sales Plan

Face-to-Face Video Communications.  
Intelligent Virtual Agent.  
Internet of Things.  
Virtual Reality.

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