Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Customer who need the product for their use(personal or private)

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 are stockage
- Price delivery
- Delivery Delay
- reputation.

5. AVAILABLE SOLUTIONS `AS`

- Customer support
- Cancel order
- Replace order
- Change platform
- Going offline

Explore AS, differentiate

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

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

- To save customer time
- To save customer money
- Give customer various choice

9. PROBLEM ROOT CAUSE `RC`

Product Stockage : high demand , low supply   New suppliers

Price delivery - problem with assessment of the product

Delivery delay - issues on retailers end or logistics problem

7. BEHAVIOUR `BE`

- Contact customer support
- Cancel order
- Replace order
- Switch platform
- Going to shop buying it directly(going offline)

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

Identify strong TR & EM

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.

- New Trends
- peer pressure
- discounts
- buying essentials
- human emotions

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.

- Dynamic supply (analyze and create a pattern for demand and supply)
- various discounts for seasonal events
- gaining trust (customer support)
- product quality analyzer using customer feedback

8. CHANNELS of BEHAVIOUR `CH`

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

- customer support (replacement or return of product)
- feedback in the form of review
- contacting the retailer

Identify strong TR & EM

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.

- Before : anxiety ,dexsion ,fatigue , laziness

- After : clear mind ,peacefulness ,fulfillness

8.2 OFFLINE

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

- visit the store
- make use of return policy