

Define CS, fit into CC

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

Dealers who sell used cars and customers who buy them.

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.

Some constraints that the customers face may be worried about the condition of the car, is too expensive and so on.

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 price & costs do these solutions have? i.e. pen and paper is an alternative to digital marketing.

Customers can be assured about the condition of the car and can be given a test drive, then the customer may be more inclined to buy the car.

Explore AS, differentiate

Focus on J&P, lay 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.

We help dealers and customers predict the price of a used car.

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.

The root cause may be because the customer doesn't want to make a decision that he might regret later because he is the one using the car.

7. BEHAVIOUR
BE
What does your customer do to address the problem and get the job done?
i.e. directly related: find the right online portal installer, calculate usage and benefits, indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The Customer may spend some time researching the prices of used cars and may also see if the dealer has any reviews.

Focus on J&P, lay 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.

People around them buying used cars.

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.

Our solution is that we will predict the ideal price for the car based on a lot of research and data and give the customer the most affordable approach.

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.

1. The customer can talk see the car and compare it with other cars and offers
2. The customer can see if the car is really in good condition and if it suits their needs.

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.

Customers feel frustrated because they don't how much a used car is worth.