Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

> Our customers are children and adults.

6. CUSTOMER CONSTRAINTS

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.

> As much as service providers make the needs of their customers, it is just as important for them to satisfy their customers.

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

> Online shopping gives new collections.
> The pros are easy to use.
> The cons are customer confused when have lost of collections.

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.

> From the customer can easily to choose a best out fitting product.
> And to even manage time in effective way.

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.

> Customers need to be with new fashions for current trends.
> Lot of time is wasted and an best product of his/her outfits not selected.

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)

> Customer experience, content performance, and perfection in the product review, spend time to find new clothes.

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.

> This software like as a merchant. It can access the customer location and give the related identification.

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.

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.

4. EMOTIONS: BEFORE / AFTER

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.

EM

Feeling sad and frustration
>
Self-confident

Make the Chat bot Assistant for shopping with customers and send notifications when new collections arrived.

ONLINE:
This application depends upon the internet connectivity, because we use the API and data connection through internet.

OFFLINE:
This is not applicable in online mode.