

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>Our customers are usually above 16 years old. Ranging from college students to working adults to retired professionals. Also, reputed organizations too.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><ol style="list-style-type: none">1. Complicated process to take over2. Late replies to their queries3. High chance their queries may not be considered at all4. Replies irrelevant to their queries5. Advertisements shown</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><p>Customers most probably use helpdesk.</p><p><u>Pros:</u></p><ol style="list-style-type: none">1. Reasonably priced2. Highly scalable for team of any size<p><u>Cons:</u></p><p>They do not understand the severity of all complaints and end up treating them all in the same way</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><ol style="list-style-type: none">1. Simplifying the user account creation process Giving instant replies to the customers to their queries2. Providing expert solutions to the queries3. Assigning individual agents/experts to the customers queries4. Sending the status of the queries to the customer’s mail<p>Overtime, they get disappointed with late and irrelevant replies and triggered to act</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><div><ol style="list-style-type: none">1. No proper registry2. Replies for queries from random persons3. Lack of experts in a common place Communication lag4. High-cost</div></div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><ol style="list-style-type: none">1. Asking their friend’s opinions2. Checking solutions in the online forums3. Using helpdesk4. Solve the issues themselves based on their own knowledge5. Seeing reviews posted by the users in the website forums</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>4. EMOTIONS:BEFORE/ AFTER<div>EM</div><ol style="list-style-type: none">1. Disappointed - after they do not get instant replies for their queries2. Dejected - when they get irrelevant replies even after waiting for a long time</div>	<ol style="list-style-type: none">1. Creating a Customer Care Registry2. Simple User creation process3. Customers can raise their queries to the experts4. Individual agents will be assigned to each customer5. Their queries will be answered earnestly6. Customers can also check the status of their queries	<div>8.2 OFFLINE<div>What kind of actions do customer stakeholders offline? Extract offline channels from #7 and use them for customer development.</div><p><u>ONLINE:</u></p><ol style="list-style-type: none">1. https://www.helpdesk.com/2. https://www.google.com/3. https://www.quora.com/<p><u>OFFLINE:</u></p><ol style="list-style-type: none">1. Asking friends and colleagues2. Take actions themselves</div>	Identify strong TR & EM