

Define CS, fit into CC	<div><div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div><div>The user/customer who belonging to the shop</div></div><div>CS</div></div>	<div><div><div>6. 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><div>The user having a poor on-site search engine.no data based product suggestions</div></div><div>CC</div></div>	<div><div><div>5. AVAILABLE SOLUTIONS<div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div><div>For the user satisfaction we have genuine review and easy return policies</div></div><div>AS</div></div>	Explore AS, differentiate	
	<div><div><div>2. 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><div>The user/customer having a trust issues because of virtual challenge of reality</div></div><div>J&amp;P</div></div>	<div><div><div>9. 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><div>The user/customer is new to use the application. And the user shouldn't know how to upload the product</div></div><div>RC</div></div>	<div><div><div>7. BEHAVIOUR<div>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)</div></div><div>The user/cutomer use different devices in their hands. People who do online shopping can use this application regularly while comparing to others.</div></div><div>BE</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div><div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div></div><div>Products cost are low compared to other product application</div></div><div>TR</div></div>	<div><div><div>10. YOUR SOLUTION<div>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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div></div><div>We instruct them, how to upload the review pictures in review section and give then return policy of product exchange within 7 days.</div></div><div>SL</div></div>	<div><div><div>8. CHANNELS of BEHAVIOUR<div>ONLINE What kind of actions do customers take online? Extract online channels from #7  OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div></div><div>All inventory details are available</div></div><div>CH</div></div>		
<div><div><div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div><div>Before: The user thought they can't afford branded products After:Once using the app it seems to be cost friendly</div></div><div>EM</div></div>					

