

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)CS</div><div>Who is your customer?</div><div>The one who purchases the product.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>What constraints prevent your customer from taking action or limit their choices of solutions?</div><div>Product quality, quantity. Affordable prices. Reliability.</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><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 & cons do these solutions have?</div><div>Change of the brands. Rating of the product.</div></div>	Explore AS, differentiate
Focus on JP, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEM</div><div>J&P</div><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>ABC analysis, FIFO method. To have contingency plans.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>To meet with the crisis like shortages and overflow. To avoid manual work.</div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>What does your customer do to address the problem and get the job done?</div><div>Address about the product quality, quantity, price, guarantee, quality of service. Do contingency plan for job done.</div></div>	Focus on JP, tap into BE, understand RC

Identify strong TR& EM	3. TRIGGERS TR What triggers customers to act? Satisfaction of the product. Brands of the product. Current running of the product.	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. To meet crisis like shortage and overflow of stock FIFO method can be used. In order to avoid manual work online inventory can be maintained using ABC analysis and physical inventory audit. To satisfy customer brand can be added and contingency plan can be made.	8. CHANNELS OF BEHAVIOUR CH ONLINE What kind of actions do customers take online? OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. See the product quality, review. Deliver on time.	Identify strong TR& EM
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? If the product quality is good it feels happy. If the product quality is bad it feels bad about that product.			