

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>CS</div><ul style="list-style-type: none"><li>General consumers who are in need of a product</li><li>They can be of all ages</li></ul></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><ul style="list-style-type: none"><li>Cost of product</li><li>Quality product</li><li>Delieri cost</li></ul></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 papeis an alternative to digital notetaking</div><div></div><ul style="list-style-type: none"><li>They can return if the quality does not satisfy their expectation</li><li>They can compare the cost of product and purchase their desired choices</li></ul></div>	Explore AS, differential
	<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><ul style="list-style-type: none"><li>Maintaining up to date products</li><li>Product demand broadcasting</li><li>Having competitive stock pricings</li></ul></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>RC</div><ul style="list-style-type: none"><li>Can't predict customers needs in short period of time</li><li>Contacting suppliers and getting good deals from them</li><li>Having low bandwidth to hold sufficient consumers in the site</li></ul></div>	<div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the benefits? 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>BE</div><ul style="list-style-type: none"><li>Estimation of sale prediction to stock up by having customer feedback</li><li>Finding good supplier with low cost of product</li><li>Having sufficient bandwidth to support on demand consumers</li></ul></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

	<div>3. TRIGGERS</div> <div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div> <div>TR</div> <div><ul style="list-style-type: none"><li>Having the stock price high</li><li>Lack of application service</li></ul></div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div> <div><ul style="list-style-type: none"><li>Deploying thee application in a cloud</li><li>It sends an email to the retailers when the stocks are low and need to be restocked</li><li>Having a chat bot to guide and help consumers</li></ul></div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div><ul style="list-style-type: none"><li>ONLINE-Can access all the services and details</li><li>SMS notification for detail list of enquiries</li></ul></div>	
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <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>			