1. CUSTOMER SEGMENT(S)

Who is your customer?



- 1)Customers who are seeking solution for their problem.
- 2) Customers to decide how to relate customers in each segment.

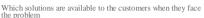
6. CUSTOMER CONSTRAINTS



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.
- 1)The applications should be available in all devices.
- 2)The solution should be clinical and alert the customers.

5. AVAILABLE SOLUTIONS





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

- 1)Communication should efficient and properly addressed.
- 2)There should be lot of solutions available.

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Explore

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- $1) The application should be \ available \\ to find solution for their queries.$
- 2) They should also get free solutions.
- 3)They will be able to categorize their expenses.

9. PROBLEM ROOT CAUSE



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.

- 1)The customers don't know their guidelines to find solution for their problems.
- 2)Lack of Knowledge.
- 3)Not knowing answer to a question.

7. BEHAVIOUR



What does your customer do to address the problem and get the thethy clated: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- 1)To make sure the customers read the guidelines properly.
- 2)To make sure they find a proper solution for their problems.

J&P, tap into BE,

3. TRIGGERS



What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Customers might know their solution for their problem.
- 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.

1)Customers can get help from the help desk.

10. YOUR SOLUTION



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.

- 1)Design a help desk using flask.
- 2)To provide insights in a graphical way.

8. CHANNELS of BEHAVIOUR



8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- 1)All their data are stored in cloud storage.
- 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1)To make sure the find the best solutions.