

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Customers includes :<ul style="list-style-type: none">Business-to-BusinessBusiness-to-Customers</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><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><ul style="list-style-type: none">By not maintaining the requirements of the customer.Not giving importance to the customer reviews.Not having uniqueness in their product.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></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? i.e. pen and paper is an alternative to digital notetaking</div><div><ul style="list-style-type: none">Product to be developed according to the market trend.Must meet the customer requirements.Analyzing the feedback of the customer.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></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><ul style="list-style-type: none">Problem with the development or deployment of the product.Product doesn't meet the expectation of the customer.Problems not being rectified or revised.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><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><ul style="list-style-type: none">Products not reaching the customers.Taking customers loyalty for granted.Product not meeting the customers satisfaction.Not taking steps in upgrading their product.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><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><ul style="list-style-type: none">By posting a query related to the product .By giving ratings to the product.By contacting the customer care.By returning or cancelling the product.</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>Using attractive Advertisement , Ad On Monitors in shopping malls, apartments, ad on online websites, creating pamphlets etc.</div><div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div>Contact the customer services or post reviews regarding the defect present in the product and asking for exchange of the product or payback, Giving up the product.</div></div></div>	<div><div>if you are working on a new business proposition, then keep it within your own mind 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">Meet the customer requirements.Strategy to implement the product.Doing the analysis from the data collected from the sales.Should do proper marketing for the product.Taking effective steps for their next product release.By upgrading their product.</div></div>	<div><div>OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div><div>Online:<ul style="list-style-type: none">Posting a query related to the product .Giving ratings to the product.Cancelling the product.</div><div>Offline:<ul style="list-style-type: none">Contacting the customer care.Returning the product.Requesting for physical services.</div></div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM				Identify strong TR & EM