

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><ul style="list-style-type: none">RetailersCustomers who used to purchase in retailers website</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><ul style="list-style-type: none">Improper Network connectionCompatibility of application with the customer device.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available to the customers when they face the problem</p><p>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</p><ul style="list-style-type: none">Manual updation of stocks in directories and files.Maintaining records in written copies.</div>	Explore AS, differentiate CS
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><ul style="list-style-type: none">Retailers need a continuous updation of their stocks without maintaining continuous interaction with the application.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><ul style="list-style-type: none">Missing of maintained handwritten notes.High possibility of unavailability of stocks at the time selling the product to the customer.</div>	<div>7. BEHAVIOUR<div>BE</div><p>What does your customer do to address the problem and get the job done?</p><p>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).</p><ul style="list-style-type: none">Retailers will update the customer when the requested stock is available.But this practice has high chance of bad customer experience</div>	

3. TRIGGERS

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

- Retailers that can switch from offline to online so they can avoid the manual updation and tracking of the stocks and thereby helping to maintain a better relationship with customers.

4. EMOTIONS: BEFORE / AFTER

EM

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.

BEFORE – Lack of service and stock tracking

AFTER - Easy updation of stocks and availability to customers at right time.

10. YOUR SOLUTION

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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.

- Building an application where retailer can store the details of the stock and get notifications regarding stock movement from the application whenever the certain product count falls below the threshold quantity.

8. CHANNELS of BEHAVIOUR

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8.1 ONLINE

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

Retailer can forward a mail regretting the unavailability of stocks to make customer not feel bad

8.2 OFFLINE

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

Retailers take necessary physical actions to make the stock available back in the warehouse.