

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Employee from Bank
Employee from Post office
Employee from Company
Common People

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.

Network Connection
Available Devices

5. AVAILABLE SOLUTIONS
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

By verifying it with Customers
By Cross-Checking

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

Solving the customers problems
Giving accurate Results

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.

Different handwriting styles
Not writing the digits clearly

7. BEHAVIOUR
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)

When the customer not writing the digits clearly

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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

Reading about a more efficient solution from others

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.

This system helps to recognise the handwritten digit using CNN algorithm

8. CHANNELS of BEHAVIOUR
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE
Online Websites
Social media platforms
OFFLINE
Customer throw words

Identify strong TR & EM

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.

BEFORE: Insecure
AFTER: Confident