

| | | | | |
|--|---|--|--|--|
| 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>A Job to be done is a problem or opportunity that somebody is trying to solve because it needs to be done .Before delving into some real world examples</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>Constraints conditions example :rules and procedures ,faulty equipment that inhibits ,interfere with or fall to support an individual job task performance and act as barriers to motivation</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>1.Understand the nature of the conflict 2.Encourage employee to work it out themselves 3.Nip it in the bad quickly 4.Listen to both sides 5.Determine the real issue ,together</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>Effective as customers; Effective employee segmentation brings together a variety of factors ,using personals and stories</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>Highlights level cause- that sets in motion the entire cause and effect reaction that ultimately leads to the problem .Root cause analysis is defined as</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>A Customer behavior analysis provide a framework for collecting ,analyzing and using data about your customer in a meaningful way</div></div> | |
| Focus on J&P, tap into BE, understand RC | <div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>A trigger is any work duties,overload,boring or repetitive work.</div></div> | <div><div>10. YOUR SOLUTION<div>SL</div></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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div></div> | <div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></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 #7and use them for customer development.</div></div> | Focus on J&P, tap into BE, understand RC |
| | | | | |

| | | |
|-------------------------|--|-------------------------|
| Identify strong TR & EM | <div data-bbox="152 52 479 84">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="152 89 716 129"><p>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.</p></div> <div data-bbox="721 52 766 84">EM</div> <div data-bbox="159 145 766 325"><p>Positive emotions at work examples of positive emotions could include calm ,comfortable ,energetic ,enthusiastic ,excited , happy ,joyful</p></div> | Identify strong TR & EM |
|-------------------------|--|-------------------------|