

# 1.CUSTOMERSEGMENT(S)

**CS**

# 6.CUSTOMERCONSTRAINTS

**CC**

# 5.AVAILABLESOLUTIONS

**AS**

**DefineCS,fitintoCC**

What limit your customer from acting when a problem occurs

State your vision,customer segment,user experience design,decision making process

Your solution might become different over time,ever changing market lamdscape

Purpose/Vision

**ExploreAS,differentiate**

**FocusonJ&P,tapintoBE,understandRC**

**Extract online &offline CH ofBE**

**IdentifystrongTR&EM**

**FocusonJ&P,tapintoBE,understandRC**

**2.JOBS-TO-BE-DONE/PROBLEMS**

Finding problem solution and product market fit,slove complex problem

**J&P**

**9.PROBLEMROOTCAUSE**

Increase touch point with your company by finding the right problem behavior fit

**RC**

**7.BEHAVIOUR**

**BE**

Help you to understand your target group,their limitation and their available solution against which your going to complete,spending power,network connection,available device



**3.TRIGGERS**

Which emotion do people feel before/after this problem is resolved

**TR**

**10.YOURSOLUTION SL**

Your solution might become different over time but your vision should stay the same occurring problem increases touch points with customer

1. **CHANNELSofBEHAVIOUR**

**To help you sharpen your communication with strong trigger**

**4.EMOTIONS:BEFORE/AFTER**

Understanding the real reason behind them and the behavior

**EM**

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**8.2OFFLINE**

Emotional messeing and reaching customer viya the right channel

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