

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. **working parents** of 0-5 y.o. kids

- * CRITICALS
- *PROFESSIONAL SKILLED
- *DOERS
- *SPECIALISTS

CS

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.

- *SHIFT COST EMPLOYEES
- *OFFERING VIRTUAL CARE,SUCH AS TELEMEDICINE
- *OFFERING HEALTH SAVING ACCOUNT
- *PERFORMING CLAIMS ANALYSIS
- *MAKING CHANGES TO COINSURANCE

CC

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

- *AUTOMATIC ATTENDANCE TRACKING
- *IMPROVE WORKFORCE PRODUCTIVITY
- *A SAFER WORKPLACE
- *REDUCED COST
- *BUSSINESS INSIGHTS
- *FEWER ERRORS

AS

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.

- *POOR JOB PERFORMENCE
- *DOESN'T WORK WELL WITH OTHERS
- *NOT RESPONSIVE TO COACHING
- *RESISTANT TO CHANGE
- *NEVER TAKES OWNERSHIP.

J&P

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.

- * PHYSICAL CAUSE
- *HUMAN CAUSE
- *ORGANIZATIONAL CAUSE

RC

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)

- *SELF IMPROVEMENT
- *TIME MANAGEMENT
- *STRESS MANAGMENT
- *PATIENCE
- *EMPATHY
- *DECISION-MAKING
- *PROBLLEM-SOLVING

BE

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.

- *ON DATA BASE
- *AS
- *FOR CREATE-TABLE
- *BEGIN

TR

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.

- *IRRITATION
- *AGGRAVATION
- *WORRY
- *UNHAPPINESS

EM

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.

- *FOSTER A PLEASANT WORK ENVIRONMENT THEM WORK
- ENVIRONMENT IS THE SPACE WHERE EMPLOYEE FULFILL
- THEIR JOB RESPONSIBILITIES
- *APPOINTMENT THE RIGHT LEADERSHIP
- *GIVE EMPLOYEE CREATIVE FREEDOM

SL

8. CHANNELS of BEHAVIOUR

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

- *TIME SAVER
- *SAVE MONEY
- *NO PRESSURE TO BUY
- *MORE OPTION TO CHOOSE

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

- *NO TIME DELIVERY
- *SATISFACTION OF SHOPPING
- *QUICK RETURN
- *SAFETY

CH

Extract online & offline CH of BE