

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<ul style="list-style-type: none">C-suite executivesInternet based financial services businessOnline payment service users</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.<ul style="list-style-type: none">Lacking basic knowledge in verifying the correct URL of websiteMalwares have become more complex than what a layman can understand</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>What solutions do you have? i.e. pen and paper, digital notetaking, etc. 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<ul style="list-style-type: none">Word of mouthNews coverageSocial media</div></div>	Explore AS, different
	<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.<ul style="list-style-type: none">Prevent personal data getting stolenEnsure user safety</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 for this job?<ul style="list-style-type: none">Greedy scammersLack of awareness from customers</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)<ul style="list-style-type: none">Contacting cybersecurityResearching about websiteReporting the site</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<ul style="list-style-type: none">To prevent data including login credentials and credit card numbers from getting stolenIncreases awareness</div><div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.<ul style="list-style-type: none">Insecure>secureSuspicious> trustworthy</div></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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.<ul style="list-style-type: none">Verifies the geniuses of E-Banking websites/gateway</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<ul style="list-style-type: none">Researching websiteReporting the site 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.<ul style="list-style-type: none">Filling complaint with bankContacting cybersecurity</div></div>	

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