

Define CS, fit into CC

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

1. CUSTOMER SEGMENT(S)
Who is your customer?

User of that Application and the people who are into online shopping.

CS

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 knowledge about the application.
- Poor internet connection.
- Proper installation of the application.
- Fake Product review.
- Lack of Personalisation.
- Not having a flexible return policy.
- Too complex check-out process.

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.

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.

RC

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.

AS

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
i.e. indirectly related: find the right solar panel installer, calculate usage and

BE

Explore AS, differentiate

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

TR

- Desire
- Trust
- Stickiness
- Ease

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 beh

SL

- Embedding an recommender engine.
- Developing an best UI.

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

- Install the app and scroll over the products and place it.

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

- Switch over different shops and get the desired products.

CH

Identify

	<div><div>4. EMOTIONS: BEFORE / AFTER</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.</div><div><ul style="list-style-type: none">• Product Quality issues.• Feeling insecured.• Extra hidden charges.• Delayed Delivery.</div></div>		
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