## 1. CUSTOMER SEGMENT(S)

Who is your customer?



User of that Application and the people who are into online

## 6. CUSTOMER CONSTRAINTS



What constraints prevent your customers from taking action or limit their of solutions? i.e. spending power, budget, no cash, network connection,

- Proper internet connection.
- An mobile.

### 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face



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AS

differentiate

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.

- Consumers have to file a complaint with the website's customer care.
- Switching on to another application.

# 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.

# 9. PROBLEM ROOT CAUSE



What is the real reason that this problem exists? What is the back story behind the need to do this

i.e. customers have to do it because of the change in regulations.

- no guarantee of a product's quality
- Products are often lost or damaged while
- there are payment failures due to website's server error payment gateway error or issues with One Time Password (OTP).

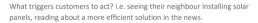
# 7. BEHAVIOUR



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 Consumers have to file a complaint with the website's customer care.

### 3. TRIGGERS



- Desire
- Trust
- Stickiness
- Ease

### 10. YOUR SOLUTION

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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

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

### 8. CHANNELS of BEHAVIOUR



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.















# 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. Product Quality issues. Peeling insecured. EXTA hidden charges. Delayed Delivery.