Team No: PNT2022TMID48113 

**1. CUSTOMER SEGMENT(S)**

**CS**

### 6. CUSTOMER

What constíaints píevent youí customeís fíom taking action oí limit theií choices

# CC

### 5. AVAILABLE SOLUTIONS

Which solutions aíe available to the customeís when they face the píoblem

# AS

Who is youí customeí?

of solutions? i.e. spending poweí, budget, no cash, netwoík connection, available devices.

oí need to get the job done? What have they tíied in the past? What píos & cons do these solutions have? i.e. pen and papeí is an alteínative to digital notetaking

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

Which jobs-to-be-done (oí píoblems) do you addíess foí youí customeís?

# J&P

### 9. PROBLEM ROOT CAUSE

What is the íeal íeason that this píoblem exists?

# RC

### 7. BEHAVIOUR

What does youí customeí do to addíess the píoblem and get the job done?

# BE

ľheíe could be moíe than one; exploíe diffeíent sides.

What is the back stoíy behind the need to do this job?

i.e. customeís have to do it because of the change in íegulations.

i.e. diíectly íelated: ﬁnd the íight solaí panel installeí, calculate usage and beneﬁts;

indiíectly associated: customeís spend fíee time on volunteeíing woík (i.e. Gíeenpeace)

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**3. TRIGGERS TR** 

What tíiggeís customeís to act? i.e. seeing theií neighbouí installing solaí panels, íeading about a moíe efﬁcient solution in the news.

**10. YOUR SOLUTION SL**

If you aíe woíking on an existing business, wíite down youí cuííent solution ﬁíst, ﬁll in the canvas, and check how much it ﬁts íeality.

If you aíe woíking on a new business píoposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customeí limitations, solves a píoblem and matches customeí behaviouí.

### CHANNELS of BEHAVIOUR CH

#### ONLINE

What kind of actions do customeís take online? Extíact online channels fíom 7



### 4. EMOTIONS: BEFORE / AFTER EM

How do customeís feel when they face a píoblem oí a job and afteíwaíds?

i.e. lost, insecuíe > conﬁdent, in contíol - use it in youí communication stíategy & design.

#### OFFLINE

What kind of actions do customeís take ofﬂine? Extíact ofﬂine channels fíom 7 and use them foí customeí development.