

Define CS, fill into CC

1. CUSTOMER SEGMENT(S)  
What is it? (100 word or less)  
e.g. adults > 18 years, 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85-94, 95-104

2. CUSTOMER CONSTRAINTS  
What constraints prevent your customer from taking action on their chosen solution? e.g. spending power, budget, no cash, technical complexity, available resources

3. AVAILABLE SOLUTIONS  
What solutions are available to the customers when they face the problem? Do you want to get the job done? What have they tried in the past? What price & costs do these solutions have? Is it just and paper or an alternative to digital technology

Explore AS, differentiate

Onlin

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.

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.

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)

Users hard to find Trending Fashion Clothes.

Customers need to be with new fashions for current trends

Customers spend the time to find the new fashion clothes

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 installingsolar panels, reading about a more efficient solution in the news.

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8. CHANNELS of BEHAVIOUR  
8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7  
8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

Seeing neighbor Dressing Styles

Make a ChatBot Assistant for shopping with customers and send notifications when new collections arrivied

ONLINE: Customers buy the new clothes  
OFFLINE: Customers will use the clothes

Identify strong TR & EM

