AS

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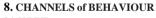
CH

Define 1. CUSTOMER SEGMENT(S) 6. CUSTOMER CONSTRAINTS 5. AVAILABLE SOLUTIONS CS Which solutions are available to the customers when they face the Who is your customer? i.e. working parents of 0-5 y.o. kids 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. 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 notetakina ഗ Online shopping gives New The Customers are Adults into Money and Network Collections and children Connection pros: Easy to use cons: customer confused when have lost of collections 2. JOBS-TO-BE-DONE / PROBLEMS J&P 9. PROBLEM ROOT CAUSE RC 7. BEHAVIOUR What does your customer do to address the problem and get the job Which jobs-to-be-done (or problems) do you address for your What is the real reason that this problem exists? done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; customers? There could be more than one; explore different sides. What is the back story behind the need to do indirectly associated: customers spend free time on volunteering work (i.e. i.e. customers have to do it because of the change in Greenpeace) Users hard to find Trending Fashion Clothes. Customers need to be with Customers spend the time to new fashions for current find the new fashion clothes trends





collections arrayied



What kind of actions do customers take online? Extract online channels from #7

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

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