

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Farmers	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending cap, budget, no cash, network connection, available devices 	5. AVAILABLE SOLUTIONS AS 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 Live Stock Tracking and geo Fencing	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. Climate change, integration of the sensor and tying the sensor data to the analytics driving automation and response activities	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the task every behind the need to do this job? i.e. customers have to do it because of the changing regulations By nature Climate may be changed that is the main root cause of the problem	7. BEHAVIOUR BE 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) Customers spend free time on volunteering work	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Consumption of water, Reduce man power	10. YOUR SOLUTION EL 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 either customer limitations, solves a problem and matches customer behaviour. 11. CHANNELS of BEHAVIOUR CH 11.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 11.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Currently no sources are available	Identify strong TR & EM	
	4. EMOTIONS: BEFORE / AFTER EM 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. Before : Don't know about those features After : After learned those features, it was very helpful to do my work.			