

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	5. CUSTOMER CONSTRAINTS <small>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</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem? We need to get the job done? What have they tried on the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital retasking</small>	Explore AS, differentiate
	The Customers are Adults and children	Money and Network Connection	Online shopping gives New Collections pros: Easy to use cons: customer confused when have lost of collections	
Focus on J&P, up into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs to be done (or problems) do you address for your customers? There could be more than one, explore different ideas</small>	9. PROBLEM ROOT CAUSE <small>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</small>	7. BEHAVIOUR <small>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)</small>	Focus on J&P, up into BE, understand RC
	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	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution that still is the current, and check how much it fits reality If you are working on a new business proposition, then keep it blank until you fill the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour</small>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #?</small> 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #? and use them for customer development</small>	Identify strong TR & EM
	Seeing neighbor Dressing Styles	Make a ChatBot Assistant for shopping with customers and send notifications when new collections arrived	ONLINE: Customers buy the new clothes OFFLINE: Customers will use the clothes	
	4. EMOTIONS: BEFORE / AFTER <small>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</small>			
	Felling Sad and Frustration > Selfconfident			