

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

In this customer segment the customer is working parents of 0-5 years kids. The following fig shows about it.



6. CUSTOMER CONSTRAINTS

CC

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

A constrained forecast is a forecast of sales or delivery volume that is realistically limited by the operational abilities and supply capacity of the business – particularly factors affecting the supply of materials, availability of labour, production capacity and cashflow.

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 you tried in the past? What pros & cons do these solutions have? i.e. paper, digital notetaking



Explore AS, differentiate

Focus on J&P, tap into BE, understand PC

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.

- Make better decisions
- Estimate revenue
- Optimized inventory
- Create and implement growth strategies
- Price service and products
- See your market potential

9. PROBLEM ROOT CAUSE

PC

What is the real reason that this problem exists? What is the back story behind the need to do this job?



7. BEHAVIOUR

BE

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)

- #1 Solar power is locally produced source of energy. ...
- #2 Using solar power reduces your utility bills & locks your price of energy for years. ...
- #3 Tax reductions and generous incentives for homeowners are widely available. ...
- #4 Flexible options of financing your solar system.

Focus on J&P, tap into BE, understand PC

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.

There has been an increase in the number of people showing interest in solar technology over the last few years. Also, with Prime Minister emphasising on 'Atmanirbhar' and solar power, this interest in people have increased ten-fold in this year. Discussing the pros and cons of a domestic solar water heater or solar power in general with the customer is our job. Telling them about the incentives and rebates or the advantages they will be gaining is a way to convince them.

10. YOUR SOLUTION

SL

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 within customer limitations, solves a problem and matches customer behaviour.

This strategic management framework was first developed by Alexander Osterwalder in the mid-2000s. While the original canvas is applicable to any business, regardless of size, history, or budget, additional canvases have popped up in various niches. The simplicity of the business model canvas is what makes it so successful. The canvas is plain, looking much like a billboard or whiteboard. It's comprised of nine criteria that express the important character traits for your business' story, ranging from who you know to how you make money to what you have. The canvas acts as an advertisement to

8. CHANNELS of BEHAVIOUR

CH

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 #7 and use them for customer development.

8.1 Online food ordering has been proven a great source for businesses from a wide range of sectors. By using an online food ordering system, you can get your food to be delivered to your door without consuming much time. For businesses operating in the food industry including restaurants, agriculture, and many others, accurate forecast is of crucial importance because of the unpredictable demand pattern. In several studies, the choice of an appropriate forecasting model remains a concerning point. In this context, this research aims to analyse the performance of the CatBoost Gradient boosting model for the prediction of the amount of raw materials required

<div data-bbox="150 60 477 87" data-label="Section-Header"><h4>4. EMOTIONS: BEFORE / AFTER</h4></div> <div data-bbox="150 94 757 134" data-label="Text"><p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p></div> <div data-bbox="150 159 801 494" data-label="Text"><p>Feelings of insecurity leave us over dependent on external validation, like admiration, praise, or promotions. Even then, the feeling of achievement is generally temporary. Soon after, we turn inward, digging inside ourselves for a vein of confidence that remains elusive. Usually, insecurity is seen as a personal failing, solved by setting better boundaries or faking it until you make it. But actually, there's plenty of evidence that insecurity is a social problem, a rational reaction to cues from our environment. It is a byproduct of a workplace culture in which individualism is rampant, relationships are instrumental, and bias goes unquestioned. Seen that way, the solution to insecurity is not to spend more time looking inward, but instead to reach outward — to forge deeper and more authentic connections with mentors, friends, and colleagues.</p></div>	<div data-bbox="719 60 763 87" data-label="Image"></div> <div data-bbox="801 39 1187 65" data-label="Text"><p>attract business investors or other founders.</p></div>	<div data-bbox="1473 39 2145 92" data-label="Text"><p>for a meal delivery company that operates in multiple cities having multiple centres.</p></div> <div data-bbox="1473 172 2145 703" data-label="Text"><p><b>8.2</b> Believe it or not but traditional advertising, which includes print, TV, radio, and billboard, isn't completely obsolete. According to the State of Advertising report, released by the World Federation of Advertisers, 60% of businesses surveyed said that offline media advertising like TV and radio are still a priority. You can connect with food journalists in your state/locality and invite them to write about your restaurant .Alternatively, if you are having a TV commercial on a weekend, introducing weekend offers or new loyalty programs will encourage viewers to immediately order from your restaurant. Try several ways until you find the one that works best for your business.</p></div>	
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