

1. CUSTOMER SEGMENT(S)**CS**

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

1. Retail Store Owners
2. Stock Suppliers

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.

1. Overstocking
2. Understocking
3. Demand and Supply budget

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? Is open the door is an alternative to digital notetaking

1. Existing solution has more drawbacks like tracing the demand and supply of product is difficult
2. It is difficult to predict when a certain product will get rocket sales and when it will go down

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.

1. Predicting the sales by understanding customer behaviour.
2. Managing the budget in terms of product which did not sale but there are more stocks available without moving.
3. To provide better supply chain management by understanding the

9. PROBLEM ROOT CAUSE**RC**

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

1. Retail shop owners face difficulty in understanding customer behavior manually without help of technology.
2. And because of rapid growth in products available it has become difficult to trace the demand and supply for various products

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 customer need for better work stationing work (i.e. Greenpeace)

1. They try the interface for overcoming the problem but existing models are complicated to use so they stop using it.
2. They can attend workshops to gain knowledge on inventory

3. TRIGGERS**TR**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading how to increase sales during seasonal

festivals without any demand and supply problems.

2. Inspired by reading stock analysing and

4. EMOTIONS: BEFORE / AFTER**EM**

1. Frustrated, Stressed, Confused, Anxious
2. Empathy, Joy, Satisfied, Relaxed

10. YOUR SOLUTION**SL**

Fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank. If you are working on an existing business proposition, then keep it blank. If you are working on an existing business proposition, then keep it blank. If you are working on an existing business proposition, then keep it blank.

1. Analyzing the frequency pattern and the items bought together to manage the inventory of those products.

2. To have another solution to keep the

8. CHANNELS of BEHAVIOUR**CH**

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

1. Online: Giving ads about how they provide service and giving ads like they have all products in

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

stock when asked they' never say that it is not available.

2. Offline:

By interacting personally with the

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.

