Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

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

- Retailers
- Distributors
- Wholesalers
- Manufacturers

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

- Inventory Tracking
- Changing demand
- Managing warehouse spaces
- Manual documentation

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

- Centralized Tracking
- Demand forecasting
- Optimized space
- Add imagery
- Software tools to replace manual documentation

Explore AS, differentiate

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

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.

- To check the efficiency of the warehouse
- Limited visibility
- Manual documentation
- Supply chain complexity

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.

- Low rate of inventory turnover
- High cost of storage
- Inaccurate information about stock movement
- Quick real time updations on the Quality and quantity of 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: customers spend free time on volunteering work (i.e. Greenpeace)

- Secured data
- Manage, access and control through software
- Process will be on time
- FIFO approach to ensure proper transactions of good

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

Identify strong TR & EM

3. TRIGGERS   `TR`

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

- Increased Productivity
- Easy to access and manage stocks
- User friendly and better user satisfaction

4. EMOTIONS: BEFORE / AFTER   `EM`

How do customers feel when they face a problem or a job and afterward?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- **BEFORE**
  - Less accuracy of stocks
  - Less productivity
  - More work and stress
- **AFTER**
  - High accuracy of stocks
  - High productivity
  - Less work and stress

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, solve a problem, and matches customer behavior.

- This application works on the cloud and uses a DB2 database.
- This application allows easy access to manage and control the stocks.
- Provide an option for a graphical view of sales.

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.

online:
- Supports pre-purchase stage
- Updating of flowing of the stocks regularly

offline:
- Manual checking
- Organised delivery of stocks

Identify strong TR & EM