

Define CS, fit into CC

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

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

Customers who face issues in any product or services and for this issues they can approach solution.

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.

Unsatisfied service provided by the agent.No suitable tool available.

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

Help desk :

By understanding the issue properly and providing better solution.

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.

Giving instant replies to the customer to their queries.

Updating the status of their queries to the customers.

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.

Increasing complaints and no proper environment to manage,solve and track those issues.
Communication lag

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)

Customer should say the problem in effective manner and keep in touch with the agent until the issues resolved.

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

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.

The satisfying solution with proper resolving issues triggers.

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.

Anxiety
Tensed
Anger
Frustrated
Disappointed

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.

Creating a user-friendly application.

Individual agents will be assigned to each customer and also check their status of their queries.

Live chat option will be provided.

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:

Search on google.
Search on Help desk

offline:

Do by themselves.
Asking friends.