

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- General consumers who are in need of a product.
- They can be of all ages.

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.

- Cost of product.
- Quality product.
- Lack of network connection.
- Delivery cost.
- Product delivery delay.
- Device to order.

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

- They can compare the cost of product and purchase their desired choice.
- They can return if the quality does not satisfy their expectation.
- They can see when the delivery date is and they can decide to purchase the product or not.

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.

- Maintaining up-to-date products.
- Ordering the right amount and not in excess.
- Purchasing the products in lower price than selling price.
- Having competitive stock pricings.
- Product demand forecasting.
- Not having enough bandwidth to support 'n' number of consumers in the site at a time.

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.

- Can't predict customers needs in short period of time. Need data to have an accurate stock prediction.
- Contacting suppliers and getting good deals from them.
- Having low bandwidth to hold sufficient consumers in the site.

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)

- Estimation of sales prediction to stock up by having customer feedback.
- Finding good supplier with low cost of product.
- Customer feedback for improvement of application.
- Having sufficient bandwidth to support on demand consumers.

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

Identify strong TR & EM

3. TRIGGERS

TR

- Customer unable to reach the application due to high demand.
- Having the stock price high.
- Lack of application service.

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE – Untrusted, worried, lack of knowledge of stocks.

AFTER - Trusted, happy, referring to others, having sound knowledge of stocks, etc.

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 behavior.

- Deploying the application in a cloud server that tracks the real-time inventory and manages them.
- Such as purchase details, sales, sales prediction, etc.
- It sends an email to the retailers when the stocks are low and needs to be restocked.
- Having a chatbot to guide and help the consumers who are having

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 – Can access all the services and details.

OFFLINE - SMS notification for detailed list of enquiries.

Identify strong TR & EM