



<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> -Realizing how unhealthy they are becoming and finding out using bikes can be healthy-his makes the users use the bikes more often which give the citi teams more sales -Realising how much pollution they are causing by making use of vehicle that give out co2. 	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <ul style="list-style-type: none"> -Developing an interactive dashboard that gives various insights about details lik,e finding the number of bikes used by different age groups etc. -Different visualizations will be displayed on the dashboardfor easy analysis.This makes It easier to makes business decisions 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>ONLINE:</p> <p>The teams at citi will be able to keel track of the statistics of the usage of Citi bikes online by looking at the dashboards and visualizations.</p> <p>OFFLINE:</p> <p>The teams at citi will be involved in offline work,like instaliing new bike hubs and trying to work off site to find the problems faced by users of Citi bike.They also try to keep new bikes in stock in all hubs.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <ul style="list-style-type: none"> -Users if the bikes will feel extremely satisfied after good ride which in turn will give the teams at citi station -Customers is will the community by reducing carbon tootprint 		