

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

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

The person who is booking the ticket.

**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.

- Time and scope constraints prevent the customer from taking action.
- Working as a customer service representative requires you to maintain a friendly.

**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

Pros:

- Customer queries were easily solved by their assigned agent & provide 24\*7 chatbot services.

Cons:

- Network issues.

**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.

- Issues related to the ticket.
- Server issues.

**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.

- Network issues.
- Server error.

**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)

- Use Qualitative and Quantitative methods like focus group,surveys and customer behaviour data.

Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div><div><div>➤</div><div>It is an User Friendly.</div></div><div><div>➤</div><div>It's save user time.</div></div></div>	<div><div>10. YOUR SOLUTION</div><div>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.</div><div>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.</div><div><div>➤</div><div>Every customer is assigned with their agent to solve their problem and send an Email notification.</div></div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div><div>➤</div><div>Online ticket booking system.</div></div><div><div>➤</div><div>Customer can get the Email notification from the agent.</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>➤</div><div>Customer can get the support from the nearby customer support offices.</div></div></div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div><div>➤</div><div>It is secure and increase the confidentiality.</div></div><div><div>➤</div><div>Customer emotions inspire decisions continuing on the customer journey and inspiring others to take that the journey.</div></div></div>			