

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids <ul style="list-style-type: none"> - Shop assistants in retail stores - Sales executives in retail stores - Managers in retail stores 	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. <ul style="list-style-type: none"> - Available devices - Technology - Cost constraints 	5. AVAILABLE SOLUTIONS AS Customers manually check the inventory for available stock and count the number of products available and update them, Each time a shopper asks them about a product they have to check the inventory manually. The validity of the products also need to be checked manually and the invalid products need to be discarded PROS: Careful updation CONS: No proper or precise data about the stock and too much of manual work involved	Explore AS, differentiate
	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. <ul style="list-style-type: none"> - Keep track of available stock - Keep track of stock validity - Tracking sales statistics - Reduce manual work 	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. Customers should do this since the products are perishable and the demand for the products fluctuates. As the products are consumable, refilling the products is necessary	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) Direct: Find the available products by manually counting or numbering the products in the inventory and looking for the date of validity on products one by one Indirect : ask the supplier for details, checking the internet	

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. Other competitive stores who have adapted to an automotive inventory management system.	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. The inventory management system is connected to the database of the pos and when a product has been bought by a shopper the number of available stock in the inventory decreases according to the sale automatically. The app also provides an automatic reminder of the expiry date of products. The app notifies the customer when the stock of products falls below a threshold to reorder stock.	8. CHANNELS of BEHAVIOR 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 : Check the product website to gather information. OFFLINE : Check the inventory manually or use the guide book or call the supplier.	Identify strong TR & EM
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4. EMOTIONS: BEFORE / AFTER



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.

Before: fearful, stressed, tired, anxious
After: updated, relaxed, confident,
knowledgable