

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Families</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>High cost , bad service , takes more time to find product , spending More time on billing</div><div>CC</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Providing good service, inventory managing , digitalizing the system</div><div>AS</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Service , identifying the product</div><div>J&P</div></div>	<div>9. PROBLEM ROOT CAUSE<div>Customers have to do it because of the change in regulations.</div><div>RC</div></div>	<div>7. BEHAVIOUR<div>Directly related : find the right product, calculate usage and benefits ;; customers spend more time on buying</div><div>BE</div></div>	
Focus on J&P, tap into BE, understand				
<div>3. TRIGGERS<div>While providing discounts and gifts.</div><div>TR</div></div>	<div>10. YOUR SOLUTION<div>Providing good management of services and provide high quality product</div><div>SL</div></div>		<div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>Posting bad comments on social media</div>8.2 OFFLINE<div>Spreading bad impression about the store</div></div><div>CH</div></div>	

<div data-bbox="152 63 456 89">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 59 761 90">EM</div> <div data-bbox="152 119 403 161"><p>Before: no confidence on the service After: confidence over the service</p></div>		
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