### 1. CUSTOMER SEGMENT(S) `CS`

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

### 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.

### 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

### 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.

### 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.

### 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)

### 3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

### 4. EMOTIONS: BEFORE / AFTER `EM`

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.

### 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 behaviour.

Cosmetic Insights is a Tableau-powered analytics platform that connects e-commerce, CRM, social media, surveys, and lab data through a cloud pipeline (Kafka, AWS Glue, Redshift) into 8 interactive dashboards. It enables beauty brands to monitor consumer preferences in real time, detect product safety concerns via NLP sentiment analysis (BERT/VADER), and forecast emerging trends using ML models (Prophet/ARIMA). Three Tableau Story Points (15 scenes total) guide stakeholders through Consumer Insights, Product Safety, and Innovation

### 8. CHANNELS of BEHAVIOUR `CH`

**8.1 ONLINE**
What kind of actions do customers take online? Extract online channels from #7
Instagram, TikTok, Reddit beauty communities, Amazon/Nykaa product review pages, brand e-commerce sites, Typeform surveys, Google Trends, Salesforce CRM portal, Tableau Server web dashboards.
**8.2 OFFLINE**
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

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| | Roadmap narratives.<br>Key technologies: Tableau Desktop, Tableau Server (RBAC), Tableau Prep Builder, AWS S3/Redshift, Apache Kafka, Python (scikit-learn, Prophet), BERT sentiment scoring. Delivered across 4 sprints (04 Feb - 18 Feb 2026) with 20 story points each. | |