Define CS, fit into CC

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

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

separates the components the industry works the fire extinguisher

9. PROBLEM ROOT CAUSE   `RC`
Insert text here

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.

the industry using the more than elctronice components using

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)

the electronice component combustiable fire extinguisher uding the co2

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS   `TR`
What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

the electrice component shortcircuit

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.

the emotion for before lot of water

the emotion for after seprate the component safe the fire extinguisher

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

the flammable fire extinguisher using the two component co2&water

8. CHANNELS of BEHAVIOUR   `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 #7and use them for customer development.

fire alarm and the flammable fire extinguisher co2@water

Identify strong TR & EM