Team ID: PNT2022TMID40151

1. CUSTOMER SEGMENT(S)

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

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available daylogs

5. AVAILABLE SOLUTIONS

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

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

A factor that caused a nonconformance
And shuld be permanently
Eliminted through
Process
improvement

9. PROBLEM ROOT CAUSE

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.

D.INO

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

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

A trigger is an event that cause a buyer to have a clear need ,which usually converts into a sence of purpose and urgency.

TR

10. YOUR SOLUTION

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.

Products or services that bussiness uses to gain a deeper understanding of their needs and expectations

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



8 CHANNELS of BEHAVIOUR



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

lde		and matches customer behaviour	them for customer development.
	4. EMOTIONS: BEFORE / AFTER EM		
tify stro	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.	Our custmer solutions have been created to help $$ increse the focus on your customrs .	Keeping in your brand consistent Sticking to your brand voice choosing the righht media placement
ng TR & EM	Harnessing the power of customer emotion can help you to forgre deeper customers rerlationships and develop loyality .		

Identify strong TR & EM