

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div><div><ul style="list-style-type: none"><li>Indian consumers who want to purchase an iPhone within a limited budget.</li><li>Retailers or analysts who compare iPhone models for pricing trends and customer preferences.</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Limited budget and purchasing power.</li><li>Lack of technical understanding (RAM, storage differences).</li><li>Confusion due to misleading discounts.</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Manual price comparisons on e-commerce sites (Amazon, Flipkart).</li><li>YouTube or blog reviews (which may be biased or incomplete).</li><li>Price comparison websites (lack data on ratings and value score).</li></ul></div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div></div>	Focus on J&P, tap into BE, understand RC
	<div><div><ul style="list-style-type: none"><li>Identify which iPhone model offers the best value for money based on price, discount, and ratings.</li><li>Compare different models quickly to avoid confusion due to many options.</li><li>Understand how customer ratings and discounts influence purchasing decisions.</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>There is no single platform that combines sale price, discount percentage, ratings, and reviews to highlight the best “value for money” iPhone.</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Search and compare prices across multiple sites.</li><li>Check reviews and ratings manually.</li><li>Watch product review videos or ask for recommendations.</li></ul></div></div>	
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div><div><ul style="list-style-type: none"><li>Sale events (Flipkart Big Billion Days, Amazon Great Indian Festival).</li><li>Launch of a new iPhone model or price drops of older models.</li><li>Personal triggers: replacement of an old phone or desire to upgrade.</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>A Tableau dashboard that:<ul style="list-style-type: none"><li>- Calculates a Value Score = <math>\text{Star Rating} \times (1 + \text{Discount \%}) \div \text{Sale Price}</math>.</li><li>- Displays top 5 iPhones by value.</li><li>- Includes KPIs (Avg Price, Avg Rating, Total Reviews, Max Discount).</li><li>- Features interactive filters (Price Range, RAM, Star Rating).</li><li>- Provides an easy-to-read visualization for consumers to pick the best deal.</li></ul></li></ul></div><div><div><div>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.</div></div></div></div>	<div><div><ul style="list-style-type: none"><li>Online: Flipkart, Amazon, Apple website, YouTube tech reviewers.</li></ul></div></div>	
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div>	<div><div><ul style="list-style-type: none"><li>Before: Overwhelmed by too many models, unsure about which one offers value.</li><li>After: Confident and informed about which model gives the best price-to-quality ratio.</li></ul></div></div>	<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div></div>	
			<div><div><ul style="list-style-type: none"><li>Offline: Apple stores and authorized retail outlets.</li></ul></div></div>	