

Define CS, fit into CC	1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER CONSTRAINTS	CC	5. AVAILABLE SOLUTIONS	AS	Explore AS, differentiate
	Who is your customer? i.e. working parents of 0-5 y.o. kids		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.		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		
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE	Focus on J&P, tap into BE, understand RC
	Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.		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.		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)		
Identify strong TR & EM	3. TRIGGERS	TR	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOUR	CH	Identify strong TR & EM
	What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.		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.		8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7		
	4. EMOTIONS: BEFORE / AFTER	EM			8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.		

