

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) <i>Which segments of customers?</i></div> <div>CS</div>	<div>6. CUSTOMER <i>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available</i></div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS <i>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 and cons do they have?</i></div> <div>AS</div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS <i>Which jobs-to-be-done (or problems) do you address for your customers? Which problems do you solve for them?</i></div> <div>J&P</div>	<div>9. PROBLEM ROOT CAUSE <i>What is the real reason that this problem exists? What is the back story behind the need</i></div> <div>RC</div>	<div>7. BEHAVIOUR <i>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 costs, compare different offers, etc.</i></div> <div>BE</div>		Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS <i>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</i></div> <div>TR</div>	<div>10. YOUR SOLUTION <i>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</i></div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR <div>8.1 ONLINE <i>What kind of actions do customers take online? Extract online channels from #7</i></div><div>8.2 OFFLINE <i>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development</i></div></div> <div>CH</div>		
<div>4. EMOTIONS: BEFORE / AFTER <i>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</i></div> <div>EM</div>					