

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Identify your main user group. Be specific (e.g., college students, remote workers). Describe shared traits or needs.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>What limits customers' decisions? Examples: budget, tools, access, time. Understand obstacles to adoption.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>What do customers currently use? Mention pros and cons of each. Highlight why those don't fully solve the problem.</p>	Explore AS, differentiate		
	Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>What tasks are customers trying to complete? What problems or pain points do they face? List multiple angles of the same core issue.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>Why does the problem exist? Dig deeper to find systemic or hidden reasons. This helps frame your solution effectively.</p>		<p>7. BEHAVIOUR BE</p> <p>What do customers do to solve the problem? Include both direct and indirect actions. E.g., research, compare, test, consult.</p>	Focus on J&P, tap into BE, understand RC
		Identify strong TR & EM	<p>3. Triggers TR</p> <p>What events prompt customer action? Consider both internal and external triggers. E.g., ads, peer influence, life changes.</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Describe customer feelings before and after solving the problem. Use emotional states like frustration → relief. Great for tailoring marketing messages.</p>		<p>10. YOUR SOLUTION SL</p> <p>What exactly are you offering? Show how it fits the problem and constraints. Keep it aligned with real customer behavior.</p>	