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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y/o. kids</div><div>Parents (mainly suitable for Working parents) and helpful for persons in Day-Care.</div></div> | <div>6. CUSTOMER<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>Discontinuity in signal may cause signal loss and continuous monitoring is not possible.</div></div> | <div>5. AVAILABLE SOLUTIONS<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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Monitoring the child health condition through sensor and send notification in case of problem.</div></div> | Explore as,differentiate |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<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>To give better network connection.</div><div>To improve the database to manage the details.</div><div>To improve new technique to save the child from strangers.</div></div></div> | <div>9. PROBLEM ROOT CAUSE<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>Lack of continuous network or signal.</div></div> | <div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the job done?</div><div>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>Parents giving awareness and tips to the child .but not sure it helps everytime</div></div> | |
| Focus on J&P, tap into BE, understand RC | <div>3. TRIGGERS<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>Through Social Media and awareness about child safety</div></div> | <div>10. YOUR SOLUTION<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>Fix web camera or sensor to analysis the surrounding of the child.</div><div>Make confirm about the environment around the kid.</div></div></div> | <div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online? Extract online channels from #7</div><div>GPS tracking and networking</div></div><div>8.2 OFFLINE<div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Calculating distance , checking health condition of child when the gadget is off.</div></div></div> | Focus on J&P, tap into BE, understand RC |
| | <div>4. EMOTIONS: BEFORE / AFTER<div>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.</div><div>Lack of safety > safety and under monitoring</div></div> | | | |