

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids  <div>Customer purchasing product online and making payment through e-banking.</div>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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>Customer is not sure whether the website is real or fake in which they can provide their personal details.</div>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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>Websites that are available online to verify the authenticity of the website.</div>	Explore AS, differentiate	
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  <div>Educate the users about the dangers of website stealing their data.</div>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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>Stolen data can be sold to other buyers who might use it for malicious activities, if password is stolen the user whole identity will be stolen.</div>	<b>7. BEHAVIOUR</b> <span>BE</span> 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>The customers use phishing detection website in order to prevent using fake website and protect the details from those website.</div>		Focus on J&P, tap into BE, understand RC
	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  <div>Leakage of details will trigger the customer as they can be misused.</div>	<b>10. YOUR SOLUTION</b> <span>SL</span> 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>Browser extension will allow the users to use the internet with the extension running in the background, letting the user know about the authenticity of the website</div>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  <div>Educate themselves on the various types of phishing attacks.</div> <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  <div>Consult Cyber Security Analysts.</div>		
<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span>  <div>Before, fear of losing our private information and after, a feeling secure and confident in making internet transactions.</div>					

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

Extract online & offline CH of BE