

Define CS, fit into CC

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

Identify strong TR & EM

1. CUSTOMER SEGMENT(S)	6. CUSTOMER CONSTRAINTS	5. AVAILABLE SOLUTIONS	Explore AS, differentia
<p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <ul style="list-style-type: none"> Working parents with children aged 0–5 years Dual-income families with limited time for child healthcare monitoring Parents who want easy access to health insights and risk analysis Urban and semi-urban families who use digital tools for healthcare 	<p>What constraints prevent your customers from taking action or fit their choices? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> Limited budget or low spending power No extra money for paid health services Poor internet connection Lack of proper devices (laptop, smartphone) Limited time due to work schedule Lack of technical knowledge 	<p>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?</p> <p>What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>What have they tried?</p> <ul style="list-style-type: none"> Visiting doctors Writing health details in a notebook <p>Pros</p> <ul style="list-style-type: none"> Easy to use Low cost <p>Cons</p> <ul style="list-style-type: none"> Takes time 	AS
2. JOBS-TO-BE-DONE / PROBLEMS	9. PROBLEM ROOT CAUSE	7. BEHAVIOUR	Focus on J&P, tap into BE, understand RC
<p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>We address the following problems for working parents of 0–5 year old children:</p> <ul style="list-style-type: none"> Parents are busy and don't have time to monitor health regularly. Medical reports are difficult to understand. It is hard to track health records in one place. Parents want early detection of health risks. They need simple and clear health information. <p>Main Job-to-be-Done:</p> <p>Help parents quickly understand their child's health</p>	<p>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.</p> <p>The problem exists because:</p> <ul style="list-style-type: none"> Parents are busy with work and daily responsibilities. They do not have enough time to monitor health regularly. Medical information is complex and hard to understand. Health records are not organized in one place. There is a lack of simple digital tools for easy health tracking. 	<p>What does your customer do to address the problem and why? 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)</p> <ul style="list-style-type: none"> Parents search health information online. They visit doctors when there is a problem. They keep medical reports safely at home. They use smartphones for most activities. They prefer simple and easy-to-use applications. They focus more on health when they notice symptoms. 	BE
3. TRIGGERS	10. YOUR SOLUTION	8. CHANNELS of BEHAVIOUR	CH
<p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</p> <ul style="list-style-type: none"> Child shows health symptoms Doctor suggests regular monitoring School health check-up reports Family history of health problems Seeing health information on social media Sudden health emergency 	<p>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.</p> <p>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.</p> <ul style="list-style-type: none"> Stores health records in one place Shows easy-to-understand charts and reports Helps identify health risks early Saves time for busy parents Can be accessed through mobile or laptop 	<p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p>	CH

4. EMOTIONS: BEFORE / AFTER

EM

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.

Before Using the Solution:

- Worried
- Confused
- Stressed
- Insecure
- Unsure about health decisions

After Using the Solution:

- Confident
- Calm
- In control
- Reassured
- More aware about health