

| | | | | |
|--|--|---|--|--|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids | 6. CUSTOMER CONSTRAINTS CC 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. | 5. AVAILABLE SOLUTIONS AS 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 | Explore AS, differentiate |
| | A banker who need to access his clients detail for verification. A student who uses online websites to find his future job. | Customers have very little awareness on phishing websites. They don't know what to do after losing data. | Know what a phishing scam looks like. Don't click on that link. Get free anti-phishing add-ons. Don't give your information to an unsecured site. Rotate passwords regularly. Don't ignore those updates. Install firewalls. Don't be tempted by those pop-ups. | |
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. | 9. PROBLEM ROOT CAUSE RC 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. | 7. BEHAVIOUR BE 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) | Focus on J&P, tap into BE, understand RC |
| | The phishing E-mails must be detected in an earlier stage. Must be more cautious while searching for an job and must verify the website is certificated/approved one. | The hackers use new ways to cheat the naïve users. Very limited research is performed on this part of the internet. | The option to check the legitimacy of the Websites is provided. Users get an idea what to do and more importantly what not to do. | |
| 3. TRIGGERS TR A trigger message can be popped warning the user about the site/e-mail id. A trigger message can be popped warning the user about the site. | 10. YOUR SOLUTION SL 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. | 8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE | | |

