Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

General citizens who need awareness about the natural disaster occurring anywhere in the world and in their hometown. Researchers who are interested in predicting the future occurrences and Government organizations to analyze the impact of the disaster and help the people around the zone.

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.

People are not aware of disasters since it is unpredictable. It is difficult for citizens to prepare for the worst condition at the time of disasters.

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

People watch news channels to get to know about the disaster. But sometimes due to power interruptions, they won't be knowing about the impact and wouldn't be able to prepare for the upcoming disasters.

Explore AS, differentiate

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.

--> Be prepared prior.
--> Analyze each season and check what natural calamities will happen in that particular month.
-->Use a generator in case there is a power outage.
-->Store food in advance.

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.

People are not aware and ready to face the natural calamities since they don't know when it will occur.

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)

Directly related: Watch news channels and other websites to know in advance about the natural calamities.

Indirectly related: Should help the people in need and do volunteering work and create and spread awareness either directly or through posting in social media pages.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

People should watch news channel and other social media pages to make efficient solution such as preparation and efficiently facing the problem.

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.

People will feel insecure and lose confidence when they are not prepared. But if they prepare to handle the worse, they can efficiently find solutions for future calamities.

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.

To tackle this problem, a website is created in which all the upcoming natural disasters are analyzed and classified accordingly to provide clear information about the event. And every minute the news is updated by analyzing the zones so that people can prepare for the worse condition to handle in prior.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE: They could find out the zones and constantly check for the upcoming disaster.

OFFLINE: They can analyze and create awareness and be prepared to handle the situation.

Identify strong TR & EM