

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?

i.e. working parents of 0-5 y.o. Kids

- C-suite executives
- Internet based financial services business
- Online payment service users

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.

- Prevent access to third party websites
- multi step verification
- prevent entry to unwanted websites
- Frequent change of passcodes

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 note taking

- Web security gateway
- Secure web gateway
- Spam filter
- use of VPN
- Check for site seals
- Firewalls and proxy
- Antispyware software

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.

- Prevent personal data getting stolen
- Ensure user safety
- Intimating the suspicious activity or log in attempts

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?

- Large user base
- Leniency in the adaption of security measure
- Lack of awareness where layman pretends every websites looking legitimate

7. BEHAVIOUR**BE**

What does your customer do to address the problem and get the job done?

- Using instant firewalls
- Back up files
- Scan System for malware
- Change credentials
- Set up a fraud alert

<p>3. TRIGGERS TR</p> <p>What triggers customers to act?</p> <ul style="list-style-type: none"> • Coupons and gift voucher s • Attractive advertisement and pop –ups • Assuming everything is legitimate website 	<p>10. YOUR SOLUTION SL</p> <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"> • Pop –up alert for fake websites • Check websites authenticity • Whitelist filtering • Blacklist interception 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from</p> <ul style="list-style-type: none"> • Don't use insecure public channels while doing transactions • Back up files • Scan system for malware • Set up a fraud alert
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Before the job is done: Threatened, scared, anxious, stressed, lost</p> <p>After the job is done : Satisfied , relieved ,relaxed ,happy</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> <ul style="list-style-type: none"> • Change credentials • Make Complaint in respective offices