

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Kids to adults and old age people.

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.

Budget and travelling.

5. AVAILABLE SOLUTIONS

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

The cons where ,they were unable to get remedy quickly,but due to our proposed system ,they have pros as they can see their fracture by their own using our device.

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

Quick recovery ,to go for job quickly,to do their personal works by their own such as dressing,etc.

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?

To travel to a long distance to take X-Rays or to go for the hospital often.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the i.e. directly related: find the right solar panel installer, calculate usage and

To go to hospital and concern the doctor.

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

Identify strong TR

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.

Because all the people are working normally, but the person who are affected would not able to do their physical works,

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.

Insecure,depressed and frustrated.But afterwards they feel very happy and can do their work happily.

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 reduce the complexity and reduce burden of patients.Also they can see their damages by their own without going to hospital.

8. CHANNELS of BEHAVIOUR

CH

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

Hand gestures and sterile browsing

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

Develop accuracy in x-Ray machines.