

## 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



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

**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.

Most of gas explosions are caused by undetected gas leakage in the pre-detection condition.  
so that, gas leakage monitoring and altering system is needed.  
The purpose of this system is to detect gas

## 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.

When the workers failed to monitor properly,  
The gas can cause high risk to their health or  
the properties of the industry.

## 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)

Using manpower as the source of monitoring the leakage causes high hazards.  
If the gas leaked is heavily toxic ,There is a chance of causing hereditary health issues too.

**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 neighbor installing solar panels, reading about a more efficient solution in the news.

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#### 4. EMOTIONS: BEFORE / AFTER



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:** The heavy losses due to the leakage  
made them feel of guilt due to reduced reputation  
of their products.

**After:** Increased the level of confidence and feel.

## 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 behavior.

Develop an efficient system & an application and alter the workers.

## 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:**  
Promoting through social media with the help of social media entrepreneur/influencer.

**OFFLINE:**  
Newspaper advertisements.

## Identify strong TR & EM

