

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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
	As with many large corporations, the customers of the fire prevention bureau are both internal and external.	Install and maintain smoke alarms. Place smoke alarms on every level of your home, including inside and outside bedrooms. Test smoke alarms once a month.	Use a smoke alarm that works reduces the risk of death by half in the event of a fire. It also considerably reduces material losses, since the firefighters are called to the scene of the fire sooner.	
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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.	<b>7. BEHAVIOUR</b> <span>BE</span> 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 fires outside the premises as an act of vandalism, using materials found nearby. Appropriate security measures, including the protection of stored materials and the efficient and prompt removal of rubbish, can therefore do much to alleviate this particular problem.	You should include the likelihood of arson in your risk assessment because you have a lot of control over it. The bulk of intentionally lit fires take place in places where vandalism or fire-setting have been reported in the past. The fires are typically started by neighbourhood kids as an act of vandalism outside the building using items they find nearby. Therefore, this specific issue can be greatly reduced with the use of appropriate security measures, such as the protection of stored products and the effective and fast evacuation of trash.	Close the door to the room that has the fire. Additionally, turn on the nearest fire alarm system.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbor install solar panels, reading about a more efficient solution in the news.	<b>10. YOUR SOLUTION</b> <span>SL</span> 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.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> 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.	Both internal and external parties are the consumers of the fire prevention bureau, and the firemen's efforts greatly limit material losses.	<b>ONLINE:</b> The sound of a fire alarm may be completely ignored, or occupants will look for the reaction of others before doing anything themselves  <b>OFFLINE:</b> they can be arranged to shut down your air handling systems to help prevent the spread of smoke while people safely evacuate the home	