

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div><div>Forest Surveillance officer who tries to protect forest and its resources</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>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.</div></div><div>24X7 monitoring, delay in transferring information</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div><div>Having officers monitor the forests.Fitting smoke and heat detecting sensors inside forests.</div><div>Use image processing on satellite images to detect fire.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div><div>Automating the detection process.</div><div>Reducing the information processing time.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>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.</div></div><div>Having forest officers monitoring the forests is impossible.</div><div>There is a danger of losing wildlife.</div></div>	<div><div>7. BEHAVIOUR<div>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)</div></div><div>Customer setup this application on their device and configure their device to receive alert information when fire is detected.</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div><div>Knowing other countries implement image sensing techniques to detect forest fires.</div><div>Losing forest resources and wildlife due to fire accidents.</div></div>	Identify strong TR & EM	<div><div>10. YOUR SOLUTION<div>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.</div></div><div>Our solution is to design a software which senses images taken by satellite and process those images to detect fire.</div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div><div>BEFORE : Unaware, fear of losing resources, difficult process.</div><div>AFTER : In-Control, aware and time saving.</div></div>		<div><div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online? Extract online channels from #7</div></div><div>Automating the fire detection process..</div><div>8.2 OFFLINE<div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div><div>Monitor forests manually and transmit information through walkie-talkies.</div></div></div>	