1. CUSTOMER SEGMENT(S)

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



J&P

Tourists, Swimmers, Divers

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Unable to swim

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem



Call for help

Explore AS, differentia

BE

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Wear Safe Suits, Life Guards

9. PROBLEM ROOT CAUSE

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.

Rise in Sea Level

7. BEHAVIOUR

RC

What does your customer do to address the problem and get the job done? Le. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated; customers spend free time on volunteering work (i.e. Greenpeace)

Use Notice or Alert Lines in Sea

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Panic when Things go bad

10. YOUR SOLUTION

TR

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.

Be on safe zone while swimming

8.CHANNELS of BEHAVIOUR



SL

What kind of actions do customers take online? Extract online channels from #7 None

8.2 OFFLINE

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

Poor Security



СН

|--|