

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Government Department
Victims of natural disaster

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.

minimum
requirements is
required to Access the
network connection

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

Informing to people
about the natural
disaster, it will reduce
the damages of
natural disaster

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.

Structural damage to
buildings infrastructure
collapse. Loss of
electricity, essential
things.

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.

Lack of resources and
awareness methods. Lack
of awareness to access
the application and
insufficient data.

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)

Customers could
learn on how to use
the application

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

<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div><div>sudden events caused by environmental factors such as storms, floods, droughts, fires, and heatwaves.</div></div>	<div><div>10. YOUR SOLUTION</div><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 behavior.</div><div>Nature-based solutions, such as conserving forests, wetlands and coral reefs, can help communities prepare for, cope with, and recover from disasters, including slow-onset events such as drought. They can also reduce the secondary impacts from non-climate related disasters such as landslides following an earthquake.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Online: Spread awareness</div><div>Offline:Finding emergency exit to hide in the safe places.Known about emergency services provided by the government.</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>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.</div><div>before: Confusion about what action should be done in this situation? After: Some confidence and ideas will get if this disaster happens again.</div></div>		

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