1. CUSTOMER SEGMENT(S)

Define

CS, fit into

C C

Focus on J&P, tap into BE, understand

Who is your customer?
I.e.working parents 0.5 year old kids

- 1. Citi marketing, sales and analytics team
- 2. Companies and firms that want to invest into bike-sharing systems

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.

- Scarce availability of data obtained through analysis of commuters of the bike sharing system.
- 2. Reduced access to statistical information

5. AVAILABLE SOLUTIONS

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

Surveys and studies to understand the active user age groups and often visited locations, riding patterns, peak and dull hours

Pros: - Easy implementations

Direct interactions with end users of the `system

Cons: - Limited audience sampling will lead to insufficient understanding.

- Ineffective utilisation of available data
- Information collected is hard to extend when required in future

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

Creation of operation report to the numerous forms of vitalisation using large volumes of City bike user data.

The existing data is filtered to extract the essential information.

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.

Data analytics asses in finding patterns and insights using data which is required for the city bike team to analyse the product delivery system and improve and find areas with scope for improvement.

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 **b**enefits; indirectly associated: customers spend free time on volunteering work

User help and support could be provided by including the customer care services in the interface and instruction manuals could also be provided to the each user of the rented bike to cross check and verify the working of the software, interface and the bike sharing system.

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

TR

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: Teams at City will be able to keep track of online usage statistics of customers

Offline: Read the demographic behaviour of potential users of the bike sharing systems

Make customer aware about unhealthy lifestyle and suggest bikes as a healthy alternative hence boosting the sales.

Realisation of individual carbon footprint

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: Frustration due to heavy traffic.

After: Satisfaction from a good ride and reducing carbon footprint

Developing an interactive dashboard that give various insights through

If you are working on an existing business, write down your current solution first,

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 hat fits within customer limitations, solves a

fill in the canvas, and check how much it fits reality.

various visualisations

problem and matches customer behaviour.



10. YOUR SOLUTION

8. CHANNELS of BEHAVIOUR

EΜ ∞ Identify Strong TR