



3. TRIGGERS

TR

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

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

EM

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

10. YOUR SOLUTION

SL

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.

Developing an interactive dashboard that give various insights through various visualisations

8. CHANNELS of BEHAVIOUR

CH

8.1. ONLINE  
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