

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Employees working in hazardous industrial areas</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><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>- Network Accessibility provision for all employees for working of smart beacon devices.</div><div>- All employees must be provided with wearables (Budget)</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Solution: Smart beacon devices embedded with sensors for smart area monitoring</div><div>Pros: Successful area monitoring Cons: Low network coverage range for sensors and beacon devices</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><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>To monitor the temperature, humidity, and air quality of the hazardous environment and alert the employees in case of emergency.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><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>Working in hazardous industrial environments pose a high risk to the employees. Therefore this project aims to reduce the risk to the employees by helping them to know about the environment and alerting them in case of an emergency.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><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>The employees are required to see the details displayed in the wearable smartwatch provided to them and act accordingly to ensure their safety.</div></div>	

Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></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>Successful and efficient execution of this project.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></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, solve a problem, and matches customer behavior.</div><div>Smart beacon devices are used to monitor the environment using the sensors embedded in them. Then the gathered data is displayed in the wearables of the workers and an SMS is sent to workers in case of emergency.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div><div>Online: All the information collected by the smart beacons is stored in the cloud.</div><div>Offline: The employees wear the watches in which the information is displayed.</div></div>	Identify strong TR & EM

<div><div>4. EMOTIONS: BEFORE / AFTER</div><div><div>EM</div></div><div>How do customers feel when they face a problem or a job and afterward? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div>Our solution will make it easier to identify and alert the employees in case of an emergency, hence the amount of panic is reduced significantly.</div></div>		
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