Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Working in a Chemical Industry for 2-3 years.

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.

Available Devices, Network Connection, Fit to environment.

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

Problems faced by customers:
1. Only one gas is detetcted.
2. No web-app is available
PRONS:
1. Multiple gases can be detetcted.
2. If network is available web-app can be used efficiently.
CRONS:
1. Cost inadequate when compared to exsisting systems.
2. It's sensitivity depends on temperature and humidity

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.

1. Network is must for better solutions.
2. Not a portable device so it is having a limited operating life.
3. Diminutive leakages can't be detetcted.

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.

1. Factory may be located in remote areas. 2. The probability of portable device being stolen increases.

REASON BEHIND: The number of deaths due to explosion of gas cylinders
has been increased in recent years.
The BHOPAL GAS TRAGEDY is example for this.

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)

If any problem faced by the customer he/she can use our web-app and can approach us.
(i.e by clicking on to the help option or else can convey to us with a message through mail or in ths web-app itslef.)

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

Identify strong TR & EM

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.

By observing our Gas detection implementation from his neighbouring Industry.

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.

EMOTIONS: BEFORE-
1. Inadequecy
2. Helplessness

EMOTIONS: AFTER-
1. Serenity
2. Better Performance.

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.

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:
1. E-MAIL
2. HELP desk in web-application

OFFLINE:
1. Call centres are avaliable.

Identify strong TR & EM