

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	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.	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	Explore AS, differentiate
	The target customers are common people and researchers in Meteorological centers.	Lack of internet connection, Unaware of how to use the application.	Get to know through news or social media.	
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.	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.	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)	Focus on J&P, tap into BE, understand RC
	The problems we address: Natural disasters not only disturb the human ecological system but also destroy the properties and critical infrastructures of human societies and even lead to permanent change in the ecosystem. Disaster can be caused by naturally occurring events such as earthquakes, cyclones, floods, and wildfires.	Customers have to use this application due to the occurrence of natural disasters. Natural disasters are inevitable, and the occurrence of disasters drastically affects the economy, ecosystem and human life. Buildings collapse, ailments spread and sometimes natural disasters such as tsunamis, earthquakes, and forest fires can devastate nations.	Customers can use the application free of cost.	
Define CS, fit into CL	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.	10. YOUR SOLUTION SL What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.	8.1 ONLINE CHANNELS CH What kind of actions do customers take online? Extract online channels from box #7 Behaviour	Explore AS, differentiate
	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. Customers become aware of the natural disaster and prepare themselves before it occurs. This reduces the damages that would be caused due to the natural disasters.	Our current solution is to develop a application that identifies the occurrence of natural disasters and warns the people before it occurs, to reduce the damages and losses. The aftermath of disasters leaves the humans in miserable situations, and sometimes the devastating effects cannot be detected; additionally, rescue operations cannot take place in most of the places and victims are unable to be identified due to geographical factors of the different areas. This application reduces the damages and saves the life of people. <small>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.</small>	8.2 OFFLINE CHANNELS CH What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development. Become aware of the natural disaster and get prepared for it, thus reducing the damages.	