

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Public sectors,
private
individuals ,
property owners ,
many other
companies

people in any
locality with
municipal
corporation in
their area

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.

Being
technology
based, it needs
an internet
connection to
work.

Customers may
need some
devices to
access the bin

Alternative
power sources
like solar
energy can be
used.

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 notepad

Digital trash cans are a
good alternative to
traditional dustbin because
they can monitor how full
they are and send
notifications to customers.

Think about
ways to shop
more eco-
friendly by using
reusable bags.

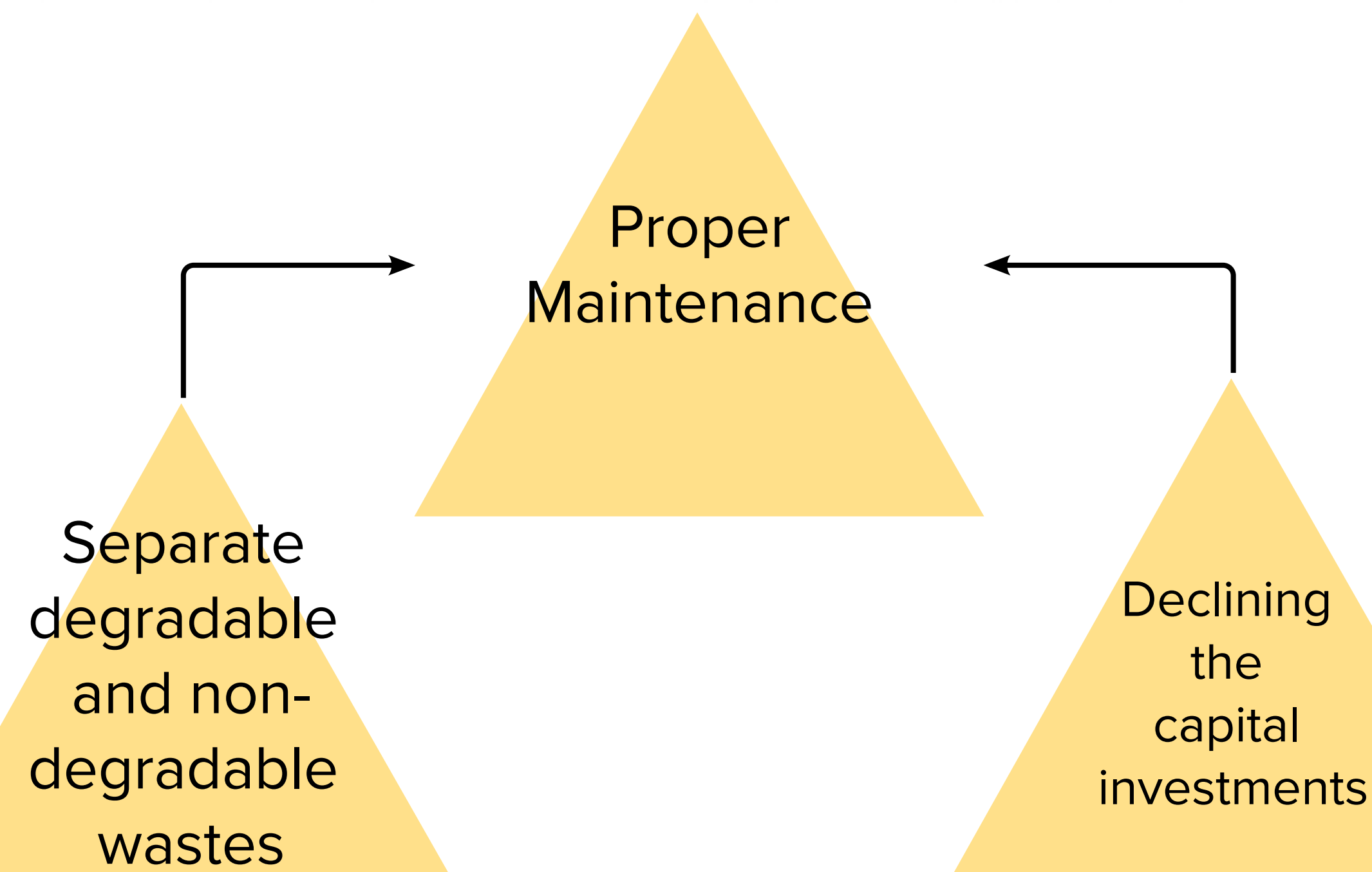
Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

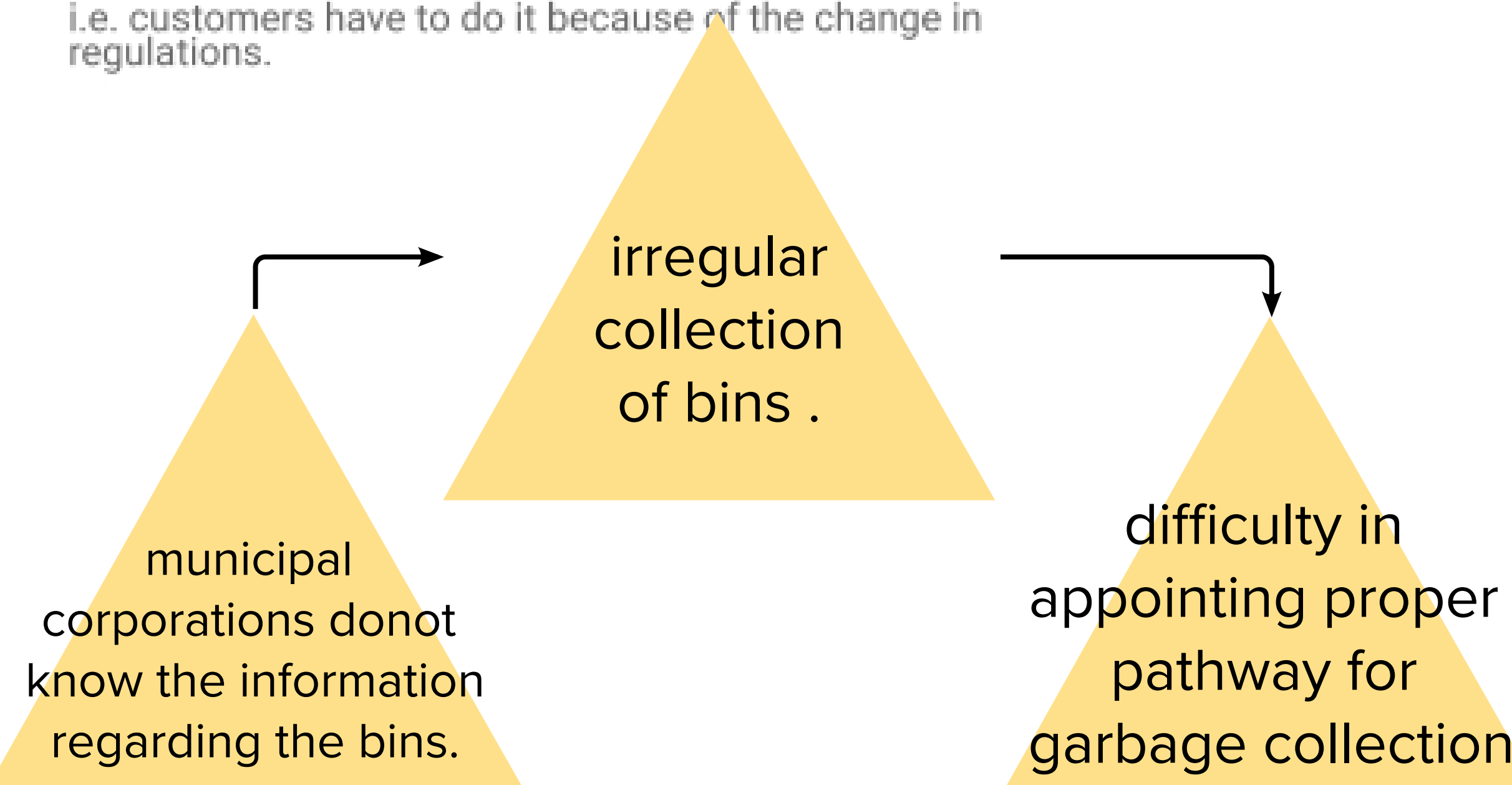
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.



9. PROBLEM ROOT CAUSE

RC

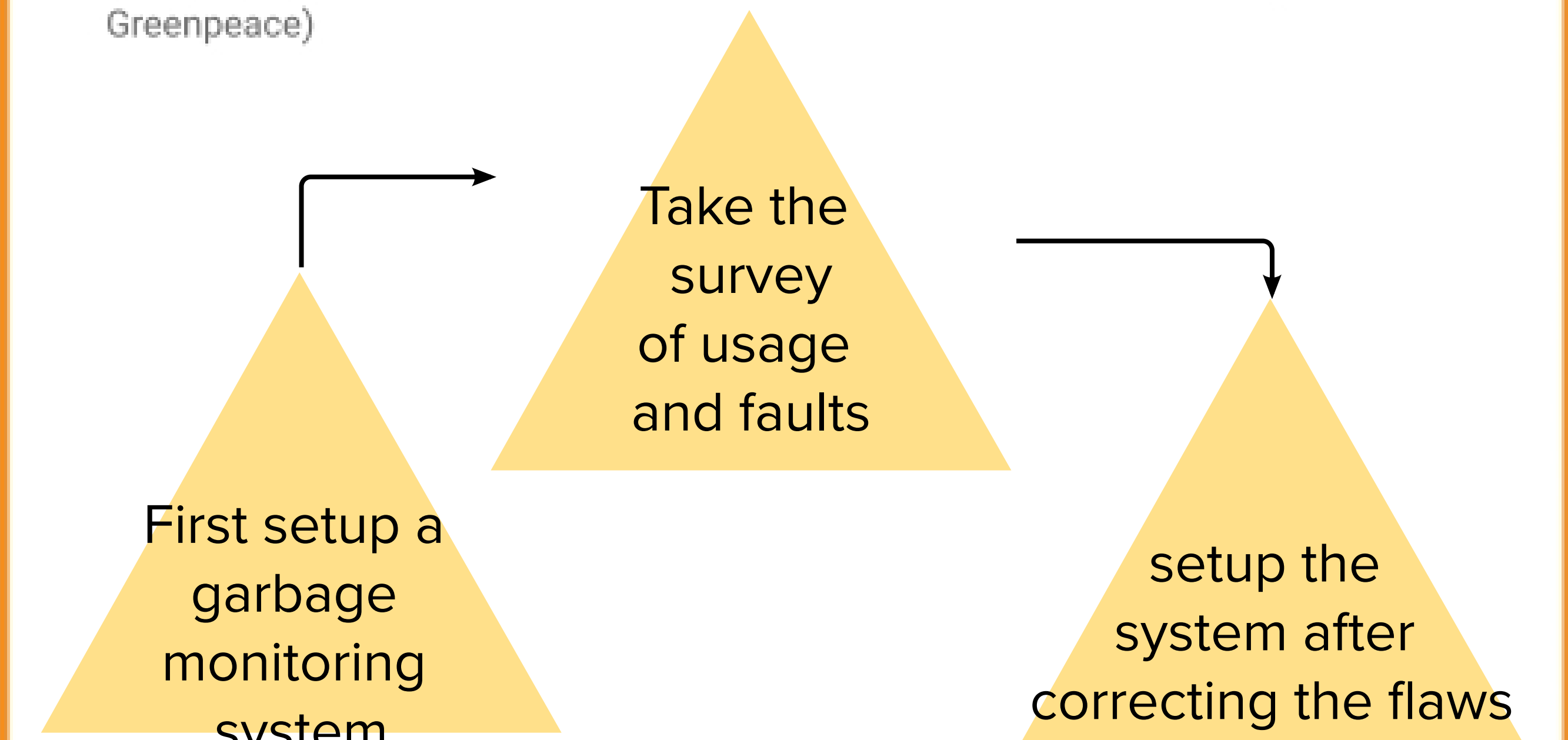
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.



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)

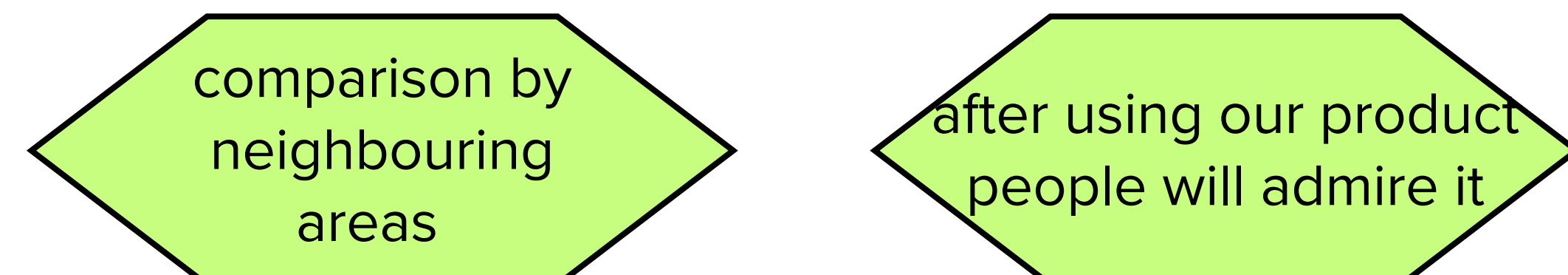


Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

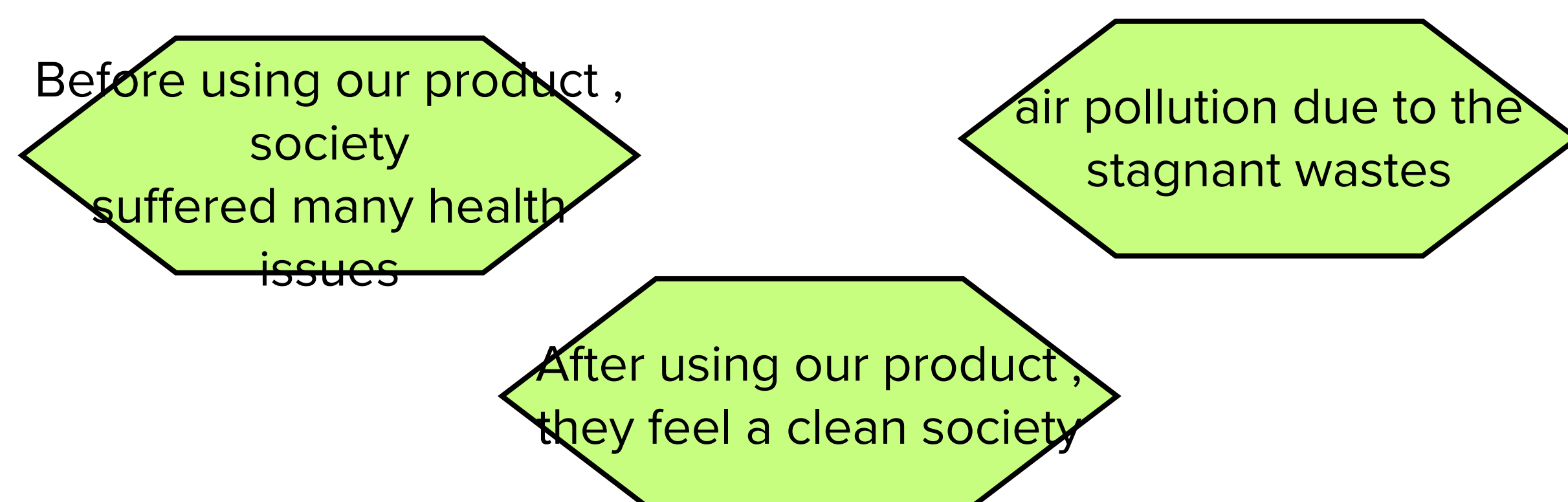
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.



4. EMOTIONS: BEFORE / AFTER

EM

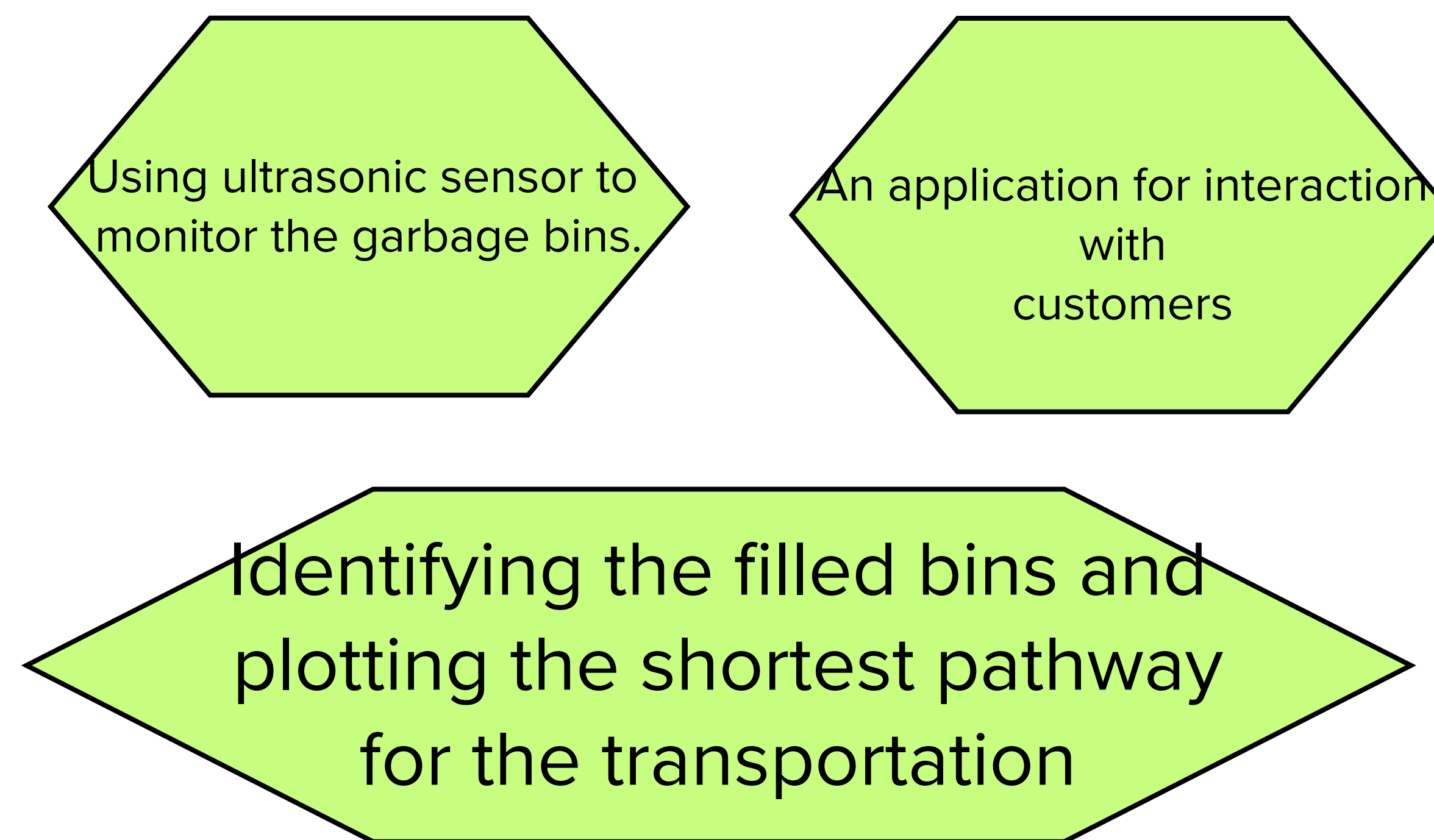
How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.



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

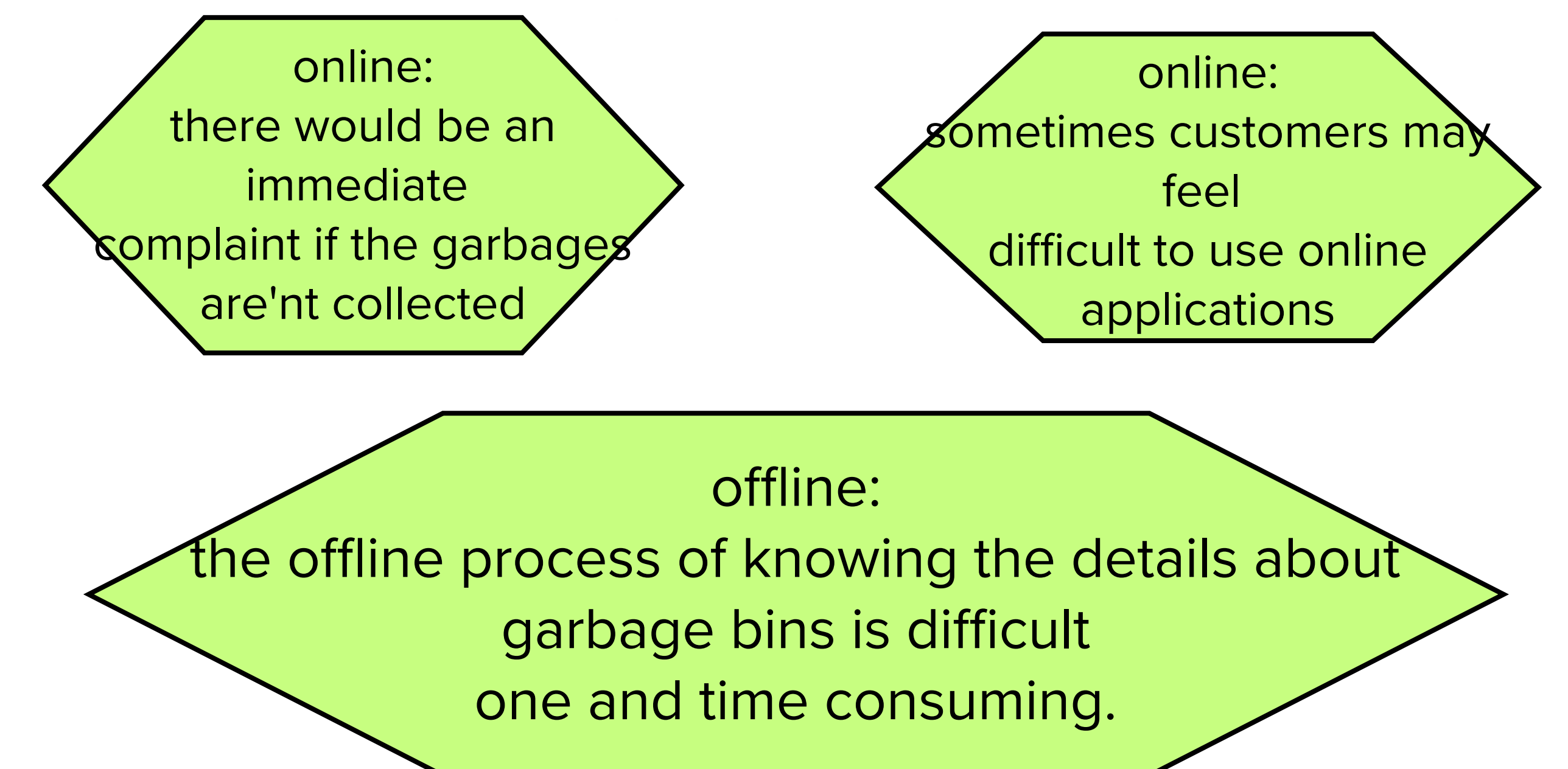
CH

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.



Identify strong TR & EM

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