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J&P

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EM

BE

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Explore AS, differentiate

Focus on J&P, tap into BE, understand

AS

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fit into

1. CUSTOMER SEGMENT(S)

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

Our Customers are industrialist who are in need of Gas safety equipment for their Labours.

6. CUSTOMER CONSTRAINTS

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,

Proper Maintenance to be taken.

The services can be done only by technicians

5. AVAILABLE SOLUTIONS

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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

Usage of sensors to gas leakage.

GSM Module to get notification.

2. JOBS-TO-BE-DONE / PROBLEMS

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

Automatic Nob closing switching off power supply.

Sending the alert to respective person on time.

9. PROBLEM ROOT CAUSE

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.

- Sometimes sensor does not work properly which can cause the major problem
- 2. Its difficult to identify different between gas.

7. BEHAVIOUR

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)

- Identifies the issues with the help of sensor
- 2. Regular monitoring is done.

3. TRIGGERS

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

Identification of gas leakage will be done immediately and necessary measurements are taken incase of emergency.

4. EMOTIONS: BEFORE / AFTER

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 feel safe by having this product in their environment
- We worry about explosions and accidents occurs due to gas leakage but after using this product they can have stress,

10. YOUR SOLUTION

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.

- Switch on/off of any electric device should be avoided.
- Creating a short cuts in industries to evacuate everyone in case of gas leakage.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Easy way to built relationship and interaction with people is done in a proper manner.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

The customers prefers to visit professionals. The products based on gas leakage system is less returning the product is easy.



