,Purpose/Vision

**ExploreAS,differentiate**

**Focus onJ&P,tapintoBE,understandRC**

**DeﬁneCS,ﬁtintoCC**

**Focus onJ&P,tapintoBE,understandRC**

orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave?i.e.penandpaperisanalternativetodigitalnotetaking

**AS**

**5.AVAILABLESOLUTIONS**

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices

ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices.

**CC**

**6.CUSTOMERCONSTRAINTS**

**CS**

**1.CUSTOMERSEGMENT(S)**

Whoisyourcustomer?

i.e.workingparentsof0-5y.o.kids

 IoT Solution is **a seamlessly integrated bundle of technologies, including many sensors, that companies can purchase to solve a problem and/or create new organizational value**

IoT is most abundant in **manufacturing, transportation and utility organizations**, making use of sensors and other IoT devices

The consumer IoT market is segmented into **Home Automation, Consumer Electronics, Healthcare, and Wearables**.

Consumer Applications of IoT are **smart watches, electronics, television systems,**

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts;indirectlyassociated:customersspendfreetimeonvolunteeringwork(i.e.Greenpeace)

**BE**

**7.BEHAVIOUR**

Whatdoesyourcustomerdotoaddresstheproblemandgetthejobdone?

**RC**

**9.PROBLEMROOTCAUSE**

What is the real reason that this problem exists?Whatisthebackstorybehindtheneedtodothisjob?

i.e.customershavetodoitbecauseofthechangeinregulations.

**J&P**

**2.JOBS-TO-BE-DONE/PROBLEMS**

Whichjobs-to-be-done(orproblems)doyouaddressforyourcustomers?Therecouldbemorethanone;exploredifferentsides.

* IoT Solution Tester.
* Industrial UI/UX Engineer.
* Software / Mobile Developers.
* Hardware / Firmware / Network Engineers.

Some problems are vulnerability ,malware,escalated cyber attack

**Data quality** is an important factor that determines the value of information in organisations. Information creates financial value,

The Internet of Behavior refers to **the study of behavioral data**. This data is gathered from the Internet of Things and other sources and then attempted to put to good use. Wearable tech, internet activities, and household electrical gadgets all contribute to this data.

The IoT solutions have helped connect devices, manage tasks, analyze opportunities, and transfer information in a secure way.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **IdentifystrongTR&EM** | **3.TRIGGERS TR**  Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,readingaboutamoreefﬁcientsolutioninthenews.  IoT Accelerator provides the possibility to manage triggers through the service portal and APIs. A trigger can be defined to **automate events (notifications or actions)** and can eliminate the need to manually monitor subscriptions. | **10.YOURSOLUTION SL**  Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionﬁrst,ﬁllinthecanvas,andcheckhowmuchitﬁtsreality.  Ifyouareworkingonanewbusinessproposition,thenkeepitblankuntilyouﬁllinthe canvas and come up with a solution that ﬁts within customer limitations,solvesaproblemandmatchescustomerbehaviour. | 1. **CHANNELSofBEHAVIOUR CH**     1. **ONLINE**   Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7  **aims to discuss how data are better understood and used to construct and promote new products.**  **attempts to understand the data collected from users' online activity from a behavioural psychology perspective**.   * 1. **OFFLINE**   Whatkindofactionsdocustomerstakeofﬂine?Extractofﬂinechannelsfrom#7andusethemforcustomerdevelopment.   Offline channels of behaviourare,it **allows the marketers to predict future behaviour**. | **Extractonline&ofﬂineCHofBE** |
| **4.EMOTIONS:BEFORE/AFTER EM**  Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?  i.e.lost,insecure>conﬁdent,incontrol-useitinyourcommunicationstrategy&design.  Researchers are always looking to do new things by building on what has been done **before**.The ability to apply **emotion** and sentiment analysis to **IoT** applications means there is an opportunity for to create automated responses ... |