

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Working parents of 0-10 year old kids.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

Budget, no cash, network connection, available devices.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Proper bandwidth, tracking the kids through this smart gadget is a best alternative for monitoring them in a mandatory way.

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.

Locations of the child is monitored continuously. If the child crosses the geofence the notification is sent to their respective parents or caretakers.

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?

It is really a challenging task for working parents to go behind their children to check where they are going.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

Parents can set the geofence and the locations of their children is stored in the database. If the child crosses the geofence the notification is sent to the parents.

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 neighbours using smart safety gadgets to monitor their child, reading about a more efficient solution in the news.

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?  
Parents can see their child's locations.

8.2 OFFLINE  
What kind of actions do customers take offline?  
If the child crosses the geofence the notifications are sent to the parents even if they are not online. So, they can take further steps according to that.

Identify strong TR & EM

	<div data-bbox="152 65 454 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="152 97 678 137" data-label="Text"><p>How do customers feel when they face a problem or a job and afterwards? lost, insecure, worrying &gt; confident, in control, feel comfortable.</p></div>			
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