

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

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

- Our customers are the parents of the children who are all below the age of 16.
- Handicapped and Microcephaly children and those who are facing Malnutrition are also our customer.

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.

- Power consumption is considerably low and mostly gadget use low power consumption equipments.
- It use solar batteries to recharge addition with Lithium-Ion batteries.
- The gadget can be available at affordable price.

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

- Embed an best antenna in the gadget and reset router atleast every month to refresh for uninterrupted internet connection.
- Substitute lowest cost material for manufacture.
- Manage location services and using better GPS connection.

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.

- whether the gadget has uninterrupted internet/GPS connectivity?
- whether the gadget has ceaseless power supply?
- what if the gadget causes health hazards to children?
- can we buy the gadget with affordable price?

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.

- Due to improper manufacturing of gadgets cause damage.
- Violence against the children has increased due to the pandemic and multiple humanitarian crisis.
- Mentally illness children can loss their way to their home.

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)

- This gadget benefits and the usage make life easier.
- Insecurity in children's mind will get vanished.

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 neighbour installing solar panels, reading about a more efficient solution in the news.

- Getting information about the gadget from the official websites,advertisements in papers.

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.

- Before: parents may feel insecure once they face problems about their child security.
- After : parents may feel free and able to do their work without any worry.Insecurity will be vanished.

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.

- Continuous surveillance of the children make their parents feel relief.
- Handicapped children's location can be monitored.
- Pulse of the children will be monitored and actions will take according to that.

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.

Online: Installing sim in the gadget will allow us to access internet.so location can be accessed via sim cards.

Offline: GPS service provide location access via connecting with the satellites.

Identify strong TR & EM