

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

The indusrialists who use gases for their manufacturing.

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.

High budget in installing other products make them to move far from modern technologies.

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

Then sensor-enabled solution helps prevent the high risk of gas explosions and affecting any casualties within and outside the premises. the gas sensors help detect the concentration of the gases present in the atmosphere to avoid hazardous consequences like fire breakouts.

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.

most of gas explosions are caused by undetected gas leakage in the pre-detection condition. so that,gas leakage monitoring and altering system is needed.  
the purpose of this system is to detect gas leakage, neutralize it,and prevent the explosion.

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.

when the workers failed to monitor properly,the gas can cause high risk to their health or the properties of the industry.

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)

using manpower as the souce of monitoring the leakage causus high hazards.  
if the gas leaked is heavily toxic,there is a chance of causing hereditary health issues too.

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.

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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:the heavy losses due to the leakage made them feel of guilt due to reduced reputationof their products.  
After:increased the level of confidence and feel.

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.

Develop an efficient system & an application and alter the workers.

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:  
Promoting through social media with the help of social media entrepreneurs/influencer.  
OFFLINE:  
Newspaper advertisements.

Identify strong TR & EM