Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Swimming pool owners

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.

- Since it requires constant monitoring the labour charges will become very high
- It involves the aid of trained professionals so they will need to pay them as well which again adds to the overall budget

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

- Initial attempts would be to increase the number of guards in the pool but it affects the overall budget of the owner
- Have multiple camera to monitor every part of the swimming but even here it becomes sometimes

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   J&P
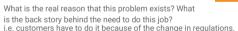Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Identify a drowning person in swimming pool
- Alert the life guard if a person in drowning

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.

- Restrictions in the ability to watch out for everyone at the swimming pool specially when it's crowded
- Time taken by guards to identify and take necessary actions is slower

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)

- Finding the person who is drowning amongst the crowd
- Effective and faster communication to the guard on drowning is done
- Cohesively they will help save the person drowning

Focus on J&P, tap into BE, understand RC

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.

- **When there are complaints about the loss of people due to inefficiency of the swimming pool and the owners start loosing their reputation and business**

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 :

- **They feel as though their reputation is put to stake and will have insecurities over the business**

After :

- **Will help them provide and safe environment for the swimmers which intern builds trust and confidence to their customers**

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.

- **Provides a safer way environment for the swimmers especially the newbies**

- **Helps increase the chances of saving a drowning person**

- **Reduces the overall job work and cuts on the excess cost of man power**

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 :

- **Communication to life guard and accuracy will increase and more life's can be saved with acces to immediate emergency sources**

Offline :

- **Reduces the extreme efforts that needs to be done by life guard**