

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> Who is your customer? i.e. working parents of 0-5 y.o. kids  E-commerce customers Users of online transaction methods	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> 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.  Lack of Technical knowledge Lack of experience	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> 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  Presence of lock symbol next to url for validation Prior knowledge of how the internet works Using antivirus software	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.  warn users before they complete the transaction show stats to user should be able to identify urls without ssl certificate	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> 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.  Scammers exploit everyday users to make money and collect information	<b>7. BEHAVIOUR</b> <b>BE</b> 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)  Tend to search for HTTPS token or the lock symbol next to the url. Provide fake credentials Block the website url using ad blockers or web protection software	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <b>TR</b> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  Loss of data Increase in spam emails Money loss	<b>10. YOUR SOLUTION</b> <b>SL</b> 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.  The web phishing classifier detects phishing websites from original ones using data mining techniques and machine learning which then notifies the customer.	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  Use prior knowledge and experience of performing online transactions on legitimate websites to identify phishing websites  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  File police complaint on the service provider or bank for stealing their credentials and money	Focus on J&P, tap into BE, understand RC
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> 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. Irritated Sad Betrayed			
Identify strong TR & EM				Identify strong TR & EM