

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Large industries where heavy equipments are used in which gas leakage is possible. These industries' admins are our major customers.

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.

Constraints include budget, requirements like large buzzer, SMS using GSM module.

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

Earlier available solutions were only using alarm, which alerts people in the workplace. But recent solutions include SMS alert which notifies the admins.

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.

When gas level exceeds the threshold values, gas leakage happens. We can provide alert using SMS which can be done using GSM module.

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.

Some of the faults in the machines, leakages by the machines, people's carelessness in workplace and life security.

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)

Direct-Detect the gas in environment using the gas sensor; this will prevent from the major harmful problem.

Indirect-Alerting using buzzer can provide warning to the surrounding environment's people. Enable prompt action by the premises owner and safety organization towards avert problems that may be associated with gas leakages

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.

The trigger varies from the incorrect installation to the use of defective gas cylinders. Employees and organisation safety triggers this installation.

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-human lives very in danger, loss of industrial capability.

After-secures workers' life, involvement of the workers.

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.

This design could be adopted, funded, and implemented as it has great potential mitigating against accident leakage. "Gas Leakage Detected" from the SIM800 GSM Module as a backup to alert the appropriate authority or facility owner. "Gas Leakage Detected" from the SIM800 GSM Module as a backup to alert the appropriate authority or facility owner of a gas leakage.

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: sending messages via GSM

Offline: Alarm generates high noise which provides warning.

Identify strong TR & EM