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| <div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 8-15 y.o. kids</small></div> <div>people</div> <div>CS</div> | | | <div>6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network, car reliability, mobile device.</small></div> <div>To avoid the non degradable wastes like plastic</div> <div>CC</div> | | | <div>5. AVAILABLE SOLUTIONS <small>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. pens and paper is an alternative to digital notetaking</small></div> <div>1. Separating degradable and non degradable waste 2. creating software for monitoring trash bins 3. recycle the useful waste things</div> <div>AS</div> | | | Explore AS, differentiate | | |
| <div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div> <div>1. To avoid the waste things overfilling 2. To avoid the harmful wastage 3. To make the environment safe and clean</div> <div>J&P</div> | | | <div>9. PROBLEM ROOT CAUSE <small>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.</small></div> <div>1. due to lack of awareness 2. people not having responsibility on environment</div> <div>RC</div> | | | <div>7. BEHAVIOUR <small>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)</small></div> <div>Monitoring the smart dustbin by using the software</div> <div>BE</div> | | | Focus on J&P, tap into BE, understand RC | | |
| <div>3. TRIGGERS <div>TR</div><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></div> <div>To create a awareness among the people</div> | | | <div>10. YOUR SOLUTION <div>SL</div><small>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.</small></div> <div>1. banned the harmful wastages like plastic 2. monitoring the wastage</div> | | | <div>8. CHANNELS of BEHAVIOUR <div>CH</div><div>8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small></div><div>8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></div></div> <div>1. due to people careless waste disposal can be</div> | | | | | |

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.

safeguard the future
generation

frequently

complicated
2.un educated person can
not able use this software