

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Industries

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.

Spending Power  
Internet Communication

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

Available Solution – Fire Alarms  
Job Done - It alerts employees through buzzer after fire impact  
Pros - Reduces damage of resources  
Cons - Causes Delay

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.

To avoid explosions - incase of high temperature fluctuations  
To avoid health issues –incase of leakage of poisonous gases

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.

If any explosions or poisonous gasses released in hazardous areas leads to loss of many human life and property. Here this device will help to reduce the dangerous explosions in industries and saves many human life by alerting them.

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)

By installing better temperature sensors, Gas Sensors, Humidity Sensors it compares readings with threshold values and helps in reducing time delay.

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

Identify strong TR & EM

It is used to detect hazardous areas in industries

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.

Threatened > Secured

If you are working on a new business proposition, then keep it viable with your business canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

\*instead of using normal alerting systems this device will alert the people before impact  
\*based on changes in hazardous values the device will work  
\*if temperature increases beyond threshold values then it will alert before impact this real time may helps to save the human lives  
\*similarly if any poisonous gasses releases then here our device will detect and alert the people in the area to save human lives

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online : the customer need to track the device to check the hazardous areas.  
Offline: need to take help of fire services

Identify strong TR & EM

