

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)****CS**

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

Public sectors,private  
individuals ,  
property owners ,  
many other  
companies

people in any  
locality with  
municipal  
corporation in  
their area

**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.

Being  
technology  
based, it needs  
an internet  
connection to  
work.

Customers may  
need some  
devices to access  
the bin

Alternative  
power sources  
like solar energy  
can be used.

**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 notes.

Digital trash cans are a good  
alternative to traditional  
dustbin because they can  
monitor how full they are and  
send notifications to customers.

Think about ways  
to shop more eco-  
friendly by using  
reusable bags.

Explore AS, differentiate

Focus on J&amp;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.

Proper  
Maintenance

Separate  
degradable  
and non-  
degradable  
wastes

Declining  
the capital  
investments

**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.

irregular  
collection  
of bins .

municipal corporations  
donot know the  
information regarding  
the bins.

difficulty in  
appointing proper  
pathway for garbage  
collection

**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)

Take the  
survey of  
usage  
and faults

First setup a  
garbage  
monitoring  
system

setup the  
system after  
correcting the flaws

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

Identify strong TR &amp; 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.

comparison by  
neighbouring  
areas

after using our product  
people will admire it

**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 using our product ,  
society  
suffered many health  
issues

air pollution due to the  
stagnant wastes

After using our product ,  
they feel a clean society

**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.

Using ultrasonic sensor to  
monitor the garbage bins.

An application for interaction with  
customers

Identifying the filled bins and  
plotting the shortest pathway for the  
transportation

**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: there  
would be an  
immediate  
complaint if the garbage  
are not collected

online: sometimes  
customers may  
feel  
difficult to use online  
applications

offline:  
the offline process of knowing the details about garbage  
bins is difficult  
one and time consuming.

Identify strong TR &amp; EM