

Define CS, fit into CC	<div><div>1.CUSTOMERSEGMENT(S) Who is your customer? i.e. working parents of 0-5y.o.kids</div><div>Elderly people</div></div>	<div><div>6.CUSTOMERCONSTRAINTS What constraints prevent your customers from taking action or limit their choices Of solutions? i.e. spending power,budget,nocash,networkconnection,available devices.</div><div>Only can used in emergency time</div></div>	<div><div>5.AVAILABLESOLUTIONS 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 not taking</div><div>Many applications can help to monitor the activities each and every time</div></div>	Explore AS, differentiate	
	<div><div>2.JOBS-TO-BE-DONE/PROBLEMS Which jobs-to-be- done? i.e. find a way to monitor the elderly people's activities</div><div>Monitor the device at any difficult time</div></div>	<div><div>9.PROBLEMROOTCAUSE What is the real reason that this problem exists? What is the backstory behind the need to do this job?</div><div>Tracking our daily routine in life for monitoring for seniors</div></div>	<div><div>7.BEHAVIOUR What behaviours are associated with the problem? 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)</div><div>1. Remainders of medical appointments and medication 2. Remote monitoring of vital signs of patients</div></div>		Focus on J&P, tap into BE, understand RC
<div><div>3.TRIGGERS What triggers customer to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Hopeless and Treating people's social impact</div></div>	<div><div>10.YOURSOLUTION 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.</div><div>Monitoring crops and farm vehicles</div></div>	<div><div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customer take online? Extract online channels from #7 Who can live in age-friendly environments and at the same time take care of their health using technology 8.2 OFFLINE What kind of actions do customer take offline? Extract offline channels from #7 and use them for customer development. Elderly living treatment that can track and record critical details for patients in emergencies</div></div>	Extract online&offline CH or BE		
<div><div>4.EMOTIONS:BEFORE/AFTER 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.</div><div>More fear in emergency situation</div></div>					
Identify strong TR&EM					

