

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

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

1. Who are all driving vehicles, driving peoples, travellers,passengers.

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.

1. More then half of all road traffic deaths and injuries involve vulnerable road users.

2. for eg:pedestrians,cyclists and motorcyclists and their passengers.

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

1. To replace the static sign boards to smart sign boards.

2. Smart sign boards get speed limitations automatically.

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.

1. Avoid the use of mobile while crossing the road.

2. Stay with your safety measures while driving a vehicle.

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.

1. Lack of proper information or training,unsafe systems of work,poorly maintained or unsuitable equipment.

2. And these underlying failures are the symptoms of failure of management control which is the root cause of majority of accidents.

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)

1. Always pay attention and listen to warnings.

2. Building infrastructure like traffic signals does not mean people will always follow them.

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.

1. The focus should be on creating infrastructure that is safe and accessible for all.

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:
People get fear to driving vehicles or travelling long distance

After:
They are feeling very confident and to be secure while driving the vehicles

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.

1. Send safety alerts to traffic management activities.

2. Share data on road conditions among vehicles.

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.

1. Displaying the seconds remaining for the traffic signals to turn green,is likely to reduce the number of peoples who breaks the signal.

2. Behavioural solutions that take human biases and irrational behaviour into considerations.

Identify strong TR & EM