

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

According to our project, our customers are industry and industry based sectors.

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.

in our project customer constraints is nothing but having issues like budget problem high cost to install the project also it take time to install which eventually affects the working hours of the workers

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

available solutions for this problem is to install the temperature sensor are camera to the affected area that can help to monitor the area that can avoid the arise the problem

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.

The problem is to identify the hazardous area in the industry like sensing temperature fluctuations.

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.

the root cause of the problem is due to the heat that are generated by the equipment that are used in the industries due to the heat generated that can lead to the start of the fire and it should be identified and rectified at beginning

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)

directly related: calling the project member and consulting the problem and rectify the fault occured in the project
indirectly associated: rectify the problem by themself

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.

The customer are triggered to install our project to their industries by seeing fire hazards that occurs in industry.

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.

According to the survey, there are many fire accident occur at industry. So the workers in the industry are scared and feel insecure to work. After installing our project, they feel secure.

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.

ouccurance of problem in the project is rare if it occurs it is due to the low maintainence hence if a fault is occured it can be rectify by cleaning the parts by themself are following the manual guide and rectify the problem these are the someother solutions

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:
they can consult the problem by virtual meeting and by virtual call to the team members
offline:
they can bring the project directly to rectify the problem to the workshop

Identify strong TR & EM