Define CS, fit into CC

Explore AS, differentiate

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

1. CUSTOMER SEGMENT(S) CS

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

Industrial Workers.

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.

- Financial Leverage.
- Connectivity with devices i.e. Proper network connection.
- Lack of Workforce.
- Budget Constraints.

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

- Explosion Protection.
- International Standards and Regulations.
- Ignition Protection Methods.
- Installation and Maintenance of Equipment.
- Equipment Markings.

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 design an application or wearable device that monitors the industrial hazards like high temperature, IR radiation and toxic 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.

- Failing to use safe attire or protective equipment.
- Using Unsafe procedures in loading and placing.
- Lack of inspection of machines by experts.

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)

- Sensors used to note the temperature change.
- Protection of Environment.
- Monitoring the people working in hazardous area.

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.

- Higher Product Quality.
- Improved Worker Safety.
- Cost Savings.
- Lower Liability.

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:
Decontaminating facilities and building systems that are contaminated that leads customers to feel insecure.

AFTER:
Relieved with the problem and feel confident.

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.

- Monitoring the industry with Mobile Application.
- UI design and User friendly.
- Detect temperature using Sensors.
- Monitor Humidity level and IR Radiation.
- Use IBM Cloud Service to store data.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Analyzing Customer Stories, Websites, Articles, Presentations and hazardous area information.

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

- Identification of potential release sources.
- Class and Zone rating.
- Documentation.