

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

The Parent/ Guardian one who need to know the activities of the child during emergency situation.

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.

Mostly all the people are not aware about the IoT enabled devices and how to properly operate it.

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

They can track the location of child and also their activities by using the IoT enabled devices.

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.

If the child in outdoor facing any issue, they may not be able to handle by them and also it difficult to know the situation of a child by the parents.

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.

Lack of bonding between the parents and children, Lack of preventive health care, domestic abuse, Violence at home and in school etc.

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)

They address the issues of the child to the parents/ guardian.

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

Identify strong TR & EM

3. TRIGGERS

TR

Technologies are boom in and around the world; they feel that to protect the child from the emergency situation by implementing such technology.

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:
1. Panic and Scared.
 2. Disturbed emotionally.
- After:
1. Feel safe and 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.

We can fix in-built IoT devices, which can be used to track the location of the child and their activities whenever they are in emergency situation.

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 gather information about the child and the data are transfer to the parents via internet.
Offline:
They seek a help from the neighbour and police to know about the child in-case of emergency situation.

Identify strong TR & EM

