

Problem solution fit

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 majority of industry employees are involved in gas-related productions.

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.

- It only functions when a 5V power supply is available.
- Temperature and humidity affect its sensitivity.

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

- Extinguish all candles, lamps, incense sticks, etc.
- place the cylinder's safety cap back on.

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.

- ✓ Methane, Carbon Monoxide, and Nitrogen Oxide are produced when natural gas is burned.
- ✓ These substances may cause breathing issues, depression, or worsen your health.

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.

- ✓ Gas leaks from natural and propane sources can also occur in the home.
- ✓ Due to inadequate ventilation or broken exhaust fans.
- ✓ The home's chimney may also leak carbon monoxide if it is blocked.

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)

- ✓ A person might smell sulphur or rotten eggs if there is a gas leak in the house.
- ✓ Near a gas line, a hissing or whistling sound.
- ✓ A dust or white cloud close to a gas line.

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.

Open all windows and doors if the leak is indoors to let the gas out . Disconnect the cylinder in the case of cylinders and place it somewhere open outside.

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.

other typical medical conditions including the stomach flu, a headache, a sore throat, or just being fatigued.
These signs consist of: Dizziness. throat and eye irritation

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.

- Enhanced monitoring science and technology.
- The industry association for utilities using natural gas.
- This could result in even more carbon savings.

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.

- A gas leak may also be indicated by an odd sound coming from your device or by a hissing sound coming from piping or connections.
- A strange sound emanating from your equipment or a hissing sound coming from piping or connections are some signs of a gas leak.

Identify strong TR & EM