

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Public people who are affected by natural disaster are considered as a</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>Awareness, education,preparedness,and prediction and warning systems can reduce the disruptive of natural disaster on communities. Mitigation measures such as adoption of zoning,land-use practices, and building codes are needed, however, to prevent or reduce actual damage from hazards.</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Emergency measures Infrastructure, Investments, in risk reduction Information sharing on newest research findings Issues and diseases Reforestation Stable buildings Education</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Structural damage to buildings. Loss of utilities like electricity and water. Debris cleanup and waste management solution. Infrastructure-related problem such as closed roads and communication losses.</div> <div></div>	<div>9. PROBLEM ROOT CAUSE</div> <div>The lack of resources and capabilities and a low level of knowledge and education emerged in all case studies as major root causes for several drivers of disaster risk</div> <div>RC</div>	<div>7. BEHAVIOUR</div> <div>If you have not been ordered to evacuate, stay in a safe area or shelter during a natural disaster. Listen to your portable radio for important updates and instructions from local authorities</div> <div>BE</div>	

Identify TR & SL	<div>3. TRIGGERS</div> <div>Humans impacts the physical environment in many ways: Overpopulation, pollution, burning fossil fuels and deforestation. Changes like these have triggered climate change, soil erosion, poor air quality,and undrinkable water.</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>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</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE Identify emergency exits in your home and evacuation routes in your neighbourhood</div> <div>CH</div>	Identify TR & SL

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before people can experience a variety of thoughts and behaviour .</div> <div>After an occurrence of natural disasters customers feels like feelings of fear, anger ,sadness, worry, numbness or frustrations changes and activity making decisions, Difficulty</div> <div>Sleeping or nightmares.</div>			
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