

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div><div>Travellers who travels many places across the world.</div><div>Student's who were interested in studying ornithology</div></div>	<div><div>Customer's who were with bad network can't able to proceed with this application</div></div>	<div><div>If they were not able to capture the picture properly They can use their visual information for example : height,weight,colour etc From the above information they can able to identify that particular species</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div></div>	Focus on J&P, tap into BE, understand RC
	<div><div>We have large data sets of flora and fauna and predictive analysis will be more suitable for searching information about the species It will be more convenient to use</div></div>	<div><div>The problem arises when customer's do not have the knowledge about the new species or different types of species</div></div>	<div><div>They will refer to the books or ask help from the ornithologists</div></div>	
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div><div>It will be more useful for our customer to access anywhere, at any place and at any time by using any devices</div></div>	<div><div>Designing a application which uses the datasets of biodiversity and get the requirement of the user and provides the accurate information about the biodiversity</div><div>At network poor areas we could suggest the local residents who are quite familiar about the details</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 and matches customer behaviour.</div></div>	<div><div>Customer's may search for reliable information providers about the biodiversity and rate based on the performances</div></div>	
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Before: There is no platform for quick reference of biodiversity. Many of the people carried their books for the references</div><div>After: Using handheld devices thay can find the accurate information about biodiversity</div></div>		<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>Customer's ask to their peers or nearby people</div></div>	