

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

CS

➤ Residential

➤ Commercial

➤ Industrial

6. CUSTOMER CONSTRAINTS

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.

CC

➤ Safety for workers

➤ Climatic changes and air pollution

➤ Contaminated water

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

AS

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

➤ Recycling and reuse the waste

➤ Choose sustainable plastic free options

➤ Teach about personal eco-responsibility

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customer? There could be more than one; explore

J&P

➤ Create and put plans in place to provide a reliable and efficient service for the collection, transportation and disposal of waste

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

RC

➤ One of the root cause of poor waste management is lack of public awareness

➤ Incorrect storage of materials

➤ Poor handling of materials

➤ Water, land, air, soil pollution

7. BEHAVIOUR

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

BE

➤ Use a reusable bottle for beverages

➤ Use reusable grocery bags

➤ Pursue partnership with government

➤ Notify the media of stories of environmental

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

I d e n t i f

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.

Strict rules and self-consciousness, it help the people to lead the clean atmosphere.

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: People get panic to diseases and discomfort of their lifestyle

After: Peaceful lifestyle

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.

**Sensors sense and notify the authority.
Trash collectors collect the waste and dispose in the appropriate places**

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: Their report to the social media a bad impact how their faced the problem

Offline: Their complaint to the proper authorities