

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Industries using harmful gases for their product manufacture. Household where gas is used in cylinders for cooking purpose.	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. Network Connection, Alarm sound, Android device or website	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 The sensor should sense the leakage of any gas and alert the concerned authorities regarding the leakage. Useful in real time.	Explore AS, differentiate
	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. 1. Detect the leakage of gas and identify which gas has leaked. 2. Alert the customer as well as concerned authorities through E-mail or SMS.	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. The main root cause of this problem is the industries using the harmful gases for their own benefits without caring about the society.	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) The customer would expect an system which includes an gas sensor to detect the leakage of gases and send necessary information to cloud from where the notification is sent to customer or authority via e-mail or SMS.	
Focus on J&P, tap into BE, understand RC	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 Knowing that if harmful gases are released, their lives would be at risk would trigger customer to act.	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. On detection of leakage of any gas, the sensor should sense the gas and the system should alert the user and concerned authority regarding the leakage. Even, we can extend this to switch off the gas once the gas leakage is sensed.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 An website or mobile application which automatically sends notification to customer as well as authority via E-mail or SMS once leakage is detected. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. The gas sensor which detects the leakage of gases.	Identify strong TR & EM
	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 would be insecure about their life AFTER: Customers would be confident that alert message would have reached the authority and they would take necessary steps to save them.			

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