

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 Authority of Railway Stations and Harbor Ports that suffers traffic are our customers

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.

Spending power, budget, low manpower, network connection, lack of analytic skills ,insufficient resources like land cash etc.,

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

Hiring more workers to monitor the traffic ,this may see less technical and simple but needed to pay more to employee

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.

Analyzing and controlling traffic in ports and maintain a free environment.

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.

Increase in number of trains in railways and number of ships in port due to the transportation of vast number of passengers and goods.

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 railway or waterway department can maintain a team who can analyze and schedule time for trains and ships using our application

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.

Seeing other countries system of analyzing and maintaining the traffic in the ports and the time to clear the traffic.

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.

The customer feels irritated and get tensed when traffic occurs in the port.

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.

Can the capacity of a port be measured using a robust methodological framework i to develop a decision making tool for port infrastructure development? The aim of the research is to develop a process for prioritizing investment decisions by evaluating and advancing an existing methodology for port capacity measurement, applying and

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.

Offline : The department must report the number of ships or trains to the management team.

Online: The team can analyze the traffic and schedule time for trains and ships to reach the ports

Identify strong TR & EM