

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&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>Job to be done: To design an economical solution which automate the process of sending information to fire service authorities and to take necessary actions to save people till they arrive the spot.</div></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>1. Friction between objects 2. Chemical explosion 3. Carelessness</div></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><div>Install a good fire management system in their industry and ensure prevention of fire accidents and safety of lives</div></div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour install solar panels, reading about a more efficient solution in the news.</div><div><div>Knowing and implementing about cost efficient solution available in market</div></div></div>	<div><div>10. YOUR SOLUTION<div>SP</div></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>Approaching product developers to develop a cost efficient and energy efficient fire management system that prevents fire accident. Even if fire accident occurs, it will try to extinguish fire as much as possible so that lives can be saved. It will also send immediate message to fire service department, once fire accident is detected.</div></div></div>	<div><div>8. CHANNELS OF BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div><div><div>Manually trying to extinguish fire as much as possible Informing fire service department about the accident</div></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 > confident, in control - use it in your communication strategy & design.</div><div><div>Fear of loss of monetary property Anxiety, fear of loss of lives</div></div></div>					