

# 1.CUSTOMERSEGMENT(S)

**CS**

# 6.CUSTOMERCONSTRAINTS

**CC**

# 5.AVAILABLESOLUTIONS

**AS**

Whoisyourcustomer?

**DefineCS,fitintoCC**

i.e.workingparentsof0-5y.o.kids

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices

ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices.

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem

orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdo thesesolutionshave?i.e.penandpaperisanalternativetodigitalnotetaking

\*Follow the Road Sign while driving.

\*Drive in the prescribed speed limits on the various Roads.



**3.TRIGGERS**

Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstalling solarpanels,readingaboutamoreefficientsolutioninthenews.

**TR**

**10.YOURSOLUTION SL**

Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst, fillinthecanvas,andcheckhowmuchitfitsreality.

1. **CHANNELSofBEHAVIOUR CH**
   1. **ONLINE**

Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7

Ifyouareworkingonanewbusinessproposition,thenkeepitblankuntilyoufillin thecanvasandcomeupwithasolutionthatfitswithincustomerlimitations,solvesaproblemandmatchescustomerbehaviour.

**4.EMOTIONS:BEFORE/AFTER**

Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?

**EM**

i.e.lost,insecure>confident,incontrol-useitinyourcommunicationstrategy&design.

**8.2OFFLINE**

Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7 andusethemforcustomerdevelopment.

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Purpose/Vision

**ExploreAS,differentiate**

**FocusonJ&P,tapintoBE,understandRC**

**Extractonline&offlineCHofBE**

**IdentifystrongTR&EM**

**FocusonJ&P,tapintoBE,understandRC**

\*Speeding and overtaking on the wrong side.

\*Ignorance of signs and rules the major root and the cause of accident.

Stress,fear, anxiety and other emotional states of mind can and will impair your driving ability.

\*Variable Message Signs

\*To fix the speed indication display.

Web app through which you can enter the data of the road & the data is retrieved & displayed on the sign boards accordingly.

It proposes a system which has digital sign boards on which the signs can be changed dynamically.

\*Don't use Mobile Phone while driving.

\*Wearing Seat Belts

\*Don't drink and drive under the influence of drugs.

Never use a mobile phone while driving and to aware to follow the sign and signals during driving.

The growing grouth in Road Safety on Asia Pacific is attributed to the rising investment in the region as well as the increased adoption of IoT automation technology.

**2.JOBS-TO-BE-DONE/PROBLEMS**

Whichjobs-to-be-done(orproblems)doyouaddressforyourcustomers?Therecouldbemorethanone;exploredifferentsides.

**J&P**

**9.PROBLEMROOTCAUSE**

Whatistherealreasonthatthisproblemexists? Whatisthebackstorybehindtheneedtodothisjob?

i.e.customershavetodoitbecauseofthechangeinregulations.

**RC**

**7.BEHAVIOUR**

Whatdoesyourcustomerdotoaddresstheproblemandgetthejobdone?

**BE**

i.e.directlyrelated:findtherightsolarpanelinstaller,calculateusageandbenefits;indirectlyassociated:customersspendfreetimeonvolunteeringwork(i.e.Greenpeace)

\*Provide a Various Road Signs.

\*The sign of road safety knowledge and best practices from youth initiatives are not shared in a broader network.

Keep a check on speeding vehicles and making the use of seat belts for rear passengers mandatory.

