

Define CS, fit into

## I. CUSTOMER SEGMENT(S)

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

PEOPLE

CS

## 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.

To avoid the non-degradable wastes

CC

## 5. AVAILABLE SOLUTIONS

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

1. Can create a software for monitoring wastages  
2. Recycle the useful wastes

AS

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 customers? There could be more than one: explore different sides.

1. To avoid the use of Harmful wastes.  
2. To protect the Environment.

J&P

## 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?  
i.e. customers have to do it because of the change in regulations.

1. Due to lack of awareness.  
2. Not taking responsibility in environmental issues by people.

RC

## 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 and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Monitor the smart dustbin by using the software

BE

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

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

To create an awareness among the people

## 4. EMOTIONS: BEFORE / AFTER

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.

Safeguard the future generation

TR

EM

## 10. YOUR SOLUTION

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

1. Monitoring the waste frequently  
2. Harmful wastages must be banned

SL

## 8. CHANNELS of BEHAVIOUR

**ONLINE**  
What kind of actions do customers take online? Extract online channels from #7

Uneducated people can not use this software

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Due to human carelessness, waste disposal can be complicated

CH

Extract online & offline CH of BE

