1. CUSTOMER SEGMENT(S)



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

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fit into

Facilities can be done for the consumers that they can get their materials readily

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.

Some unexpected things can happen which could be those problems cannot be determined and cannot save at that time of need

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

Budget planning according to customers needs, specialized equipments and modern equipments

9. PROBLEM ROOT CAUSE



What is the real reason that this problem exists? What is the back story behind the need to do

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

To predict those hazardous things being ready to happen this cannot be predicted so it cannot be determined

5. AVAILABLE SOLUTIONS



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Which solutions are available to the customers when they face the

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

Solutions can be assumed based on the needs that is needed for that time

7. BEHAVIOUR



What does your customer do to address the problem and get the job gone? 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)

We can intimate them with the facilities we could allocate to them by the normal needs

3. TRIGGERS



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

Using the appropriate resources customers can get the information

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 behavior.

Have all the available things to be taken and precautions to be taken to avoid the danger

8. CHANNELS of BEHAVIOR



8.1 ONLINE

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

Find the necessary resources to be taken and take available things to access

8.2 OFFLINE

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

Check for the things to provide betterment

4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwar i.e. lost, insecure > confident, in control - use it in your communication s	
Before: Equipped resources fear,Not confident about the to be taken measures	ne things
After: Growing technologies have been done for the t	hings to