

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Public, Police, Household,
Community such as Neighbors &
Vegetable vendors, Travel and Social
gatherings etc,...

6. CUSTOMER

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.

Proper internet connection and
switched on GPA in all time.

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

Tracing app facilitates digital tracing of users to identify the COVID-19 zone but whole area's can't be cover.

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.

Spot out the COVID-19 affected zones and provide safest routes to the user.

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.

The solution of this problem is give the information about affected zones.

7. BEHAVIOUR

BE

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)

In order to address the problem, user can give the feedback and reviews.

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

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.

Using the app after hearing its uses like precautionary arrangement, intensity of containment zones while social gathering or travelling.

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.

Before:- Insecure, fear of infection.

After:- No fear because the user will be known about safes zones while social gathering.

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.

The solution of this containment zone alerting application provides information about affected regions in particular area and alerts public, through continuous monitoring of an individual location.

8. ANNELS 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.

Suggested features and also report in case of any issues.