

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&amp;P, tap into BE, understand RC

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

J&amp;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&amp;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.