

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

People living in rural areas near the river, who use river water.

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.

CC

A water quality monitoring system detects water contamination in a given location. Them may find it difficult to recover if a defect occurs; nonetheless, this system protects people from water contamination.

5. AVAILABLE SOLUTIONS
Which solutions are available to the customers when they face the problem

AS

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

Individual notifications might be sent to each person; however, if this is not feasible, the system would still alert the corporate, and they can further tell the individuals to be aware.

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.

J&P

The river water quality monitoring system examines the dust particles, temperature, and PH level on a regular basis and notifies the public when the water quality alters.

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.

RC

We know that the sensor is expensive, and that the system requires more than one sensor to function. These sensors are used on a regular basis to check the quality of the water, and if there is a problem, they must be changed often.

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)

BE

The consumer might utilise the offered user guide to resolve the issue, or they could report and contact the firm. They will resolve the issue.

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

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.

The consumer finds it difficult to resolve their issues, but thanks to our user guide, they will be assisted in doing so.

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.

Changing the authorities if the water quality is good so that they may go around and warn the people not to consume it or live in it.

8. CHANNELS of BEHAVIOUR



8.1 ONLINE

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

If it is in online mode, users can transmit the message through cellphone or other means, or they can contact authorities via a helpline number.

8.2 OFFLINE

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

Customers can contact the corporate office directly if it is in offline mode and report the situation.