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Define CS, fit into CC

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1. CUSTOMER SEGMENT(S) — CS

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

According to our problem statement, working parents with children aged 0 to 10 years old.

6. CUSTOMER CONSTRAINTS — 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.

Our child tracker program is inexpensive, requires only a network connection, and is compatible with all smart devices.

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 notetaking

When the notification option fails, an emergency call or message is sent to the parents.

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.

The kid tracker program must perform several functions, including maintaining the child's exact position and notifying the child's parents if their youngster is experiencing any problems or risk.

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.

Because of these faults, the problem remains. If there is no internet connection, there will be no exchange of information from one person to another, and GPS will be useless in the absence of a network connection. Because the world runs on networks, our child tracking program also works with an internet connection.

7. BEHAVIOUR — BE

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)

The consumer may obtain help via the help option in the application's settings, and if they have any problems, they can report them there, and the authorities will check into it.

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

Identify strong TR & EM

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.

For example, if both parents work, the child would be enrolled in a day care centre. To protect their child's safety, the parent would use a child tracker program to monitor their child's activities. Other parents at the day care facility would find the kid tracker appealing and begin using it.

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.

Our solution to kid safety is to develop a child tracker that monitors the child's exact position and notifies the parent's child if the child acts inappropriately or goes in the wrong path. Working parents will feel more confident in keeping an eye on their children.

8. CHANNELS of BEHAVIOUR — CH

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

Customers can make a report in the assistance part of the setting option if it is in online mode.

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

Customers can submit a feedback email or message to the manufacturer if it is in offline mode.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem of a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Customers would feel nervous at first, then try tocome up
with a way to remedy the problem themselves.