

1. CUSTOMER SEGMENT(S)

Who is your customer?

Average age of first-time parent continues to increase. As we wrote about in 2013, this is a long term trend: first-time mom age increased to an average of 25.4 years in 2010 from 22.7 in 1980

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6. CUSTOMER

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.

Child welfare practitioners make life-altering decisions on a daily basis. This chapter describes factors affecting decisions drawing on literature concerning decision making, problem solving and judgement in multiple areas. The importance of thinking critically about

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5. AVAILABLE SOLUTIONS

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

Educate yourself and others. Simple support for children and parents can be the best way to prevent child abuse. After-school activities, parent education classes, mentoring programs, and respite care are some of the many ways to keep children

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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.

Education
Healthcare
Childcare
Social work
Psychology

J&P

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.

Factors that may increase a person's risk of becoming abusive include: A history of being abused or neglected as a child. Physical or mental illness, such as depression or post-traumatic stress disorder (PTSD) Family crisis or stress, including domestic violence and other marital conflicts, or single parenting

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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)

Child safe behaviours are about giving children the tools they need to feel safe and get help if they are in a dangerous or uncomfortable situation. Protecting children is everyone's responsibility; hence, parents, families, communities, governments and schools all have a role to play.

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3. TRIGGERS

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

The next step to teach recognizing triggers is to discuss and label the

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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.

Children who feel shamed, scared, intimidated or don't feel they have a

EM

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.

Child Safety Services is dedicated to protecting children and young people who have been harmed, or are at risk of harm. It is immaterial how harm to a child or young person is caused

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8. CHANNELS OF BEHAVIOUR

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

Phishing. ...
Cyberbullying/cyber predators

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

The production and dissemination of CSAM
Non-consexual sharing of self generated

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