

Define CS, fit into CC

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

CS

Users like childrens and adults who uses websites for education,entertainmen t,etc,.

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

To prevent them from unwanted malware attacks and hacking of devices

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

AS

If the fake or unwanted URL may be found previously, we can save our data and devices.

Explore AS, differentiate

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.

&P

Detection of URL  
Check it is an authorized  
Compare with unauthorized urls.

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

Users data were theft and sensitive informationn are leaked.

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 user need to check whether the url is authorized or not before going to use.

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

Identify strong TR & EM

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

TR

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.

SL

8.CHANNELS of BEHAVIOUR  
**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.

CH

Identify strong TR & EM

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.