

1. CUSTOMER SEGMENT(S)

Who is your customer?

People who use gases in industries and in day-to-day life.

CS

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.

- Improper network connections
- Delay in notification
- Insufficient supply of power

CC

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

- Automatic shutoff valve.
- In past they identify the leakage by smell which causes the delay in taking actions.
- Pros & Cons they easily identify the location and take necessary action.

AS

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.

People worry about the gas leakage after Work finished or having doubt if they closed it or not.

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.

Uncontrolled usage of damaged valves in industries without proper training.

RC

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)

They will identify the caution and the area of leakage to identify the property of the gas and nullify the problem.

BE

3. TRIGGERS

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

Safe precautions for the workers to work without any fear

TR

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.

If they faced a problem or a situation, they could confidently handle the situation and ease to access

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 behavior.

Low cost IOT based device that can be easily accessed and fixed by people

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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

They will find the precautions and usage of the device in their workspace

8.2 OFFLINE

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

The identification of the area of leakage and take precautionary actions.

CH

Focus on J&P, tap into BE, understand

Focus on J&P, tap into BE, understand

Identify strong TR & EM

Extract online & offline CH of BE