

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>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.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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</div></div>	Explore AS, differentiate
	<div>Employees who work in a hazardous area in industrial plant.</div>	<div>Smart beacon coverage area Network access for beacon Beacon to watch connectivity</div>	<div>There is a smart area monitoring sensors are available with wifi network connectivity. Also having a smart wearable watches for monitoring.</div>	
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>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.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>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)</div></div>	Focus on J&P, tap into BE, understand RC
	<div>The jobs to be done by the workers are to monitor the temperature,humidity and IR radiation.</div>	<div>The root cause for this problem is the safety of the employees. It's necessary to ensure their safety in the hazardous area monitoring.</div>	<div>The employees have a wearable watch where they can see a required details and act safely according to it.</div>	
Define CS, fit into CL	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</div></div>	<div>8.1 ONLINE CHANNELS<div>CH</div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div>Successful execution of our project will make even other industry to implement this solution.</div>	<div>We are going to monitor the area using suitable sensors and send the data to the cloud. From the cloud we have access the reading and using it in a mobile application. then we will have the SMS service to alert the abnormal readings.</div>	<div>All the information will be stored in cloud. so the employees can see the cloud storage or mobile application for reffering the details of surroundings.</div>	
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>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.</div></div> <div>Before the solution they feel very difficult to monitor the areas but afterwards they feel easy to know about their environment.</div>	<div>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.</div>	<div>8.2 OFFLINE CHANNELS<div>CH</div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>Employees used to wear the watch which captures the information of the surroundings.</div></div>	