 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

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**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

*Have to isolate them from other people,*

*Always wear mask ,use sanitizer*

*User might get fear of getting their confidential loss*

*Specially designed for people who are all affected by covid-19*

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**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**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.

**J&P**

**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 who are affected by covid can’t be able to differ taste, smell. Our application should be afford by everything

*A significant increase in feelings of functional impairment, boredom, stigma, worry, phobia Problem*

*has been observed.*

*When they were with the people who are all affected by covid is the root cause for the problem impairment ,boredom ,stigma, worry, phobia*

*problem has been observed*

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| --- | --- | --- | --- | --- |
| **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.  By triggering the customer when watching the other affected people with normal people using our application | **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.  Aims at building an application that provides information about the containment zones of a particular region by continuously monitoring an individual's location. Location of the individual must be stored in the Database. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  User can get use of feedback and reviews from previous use or they can even add reviews for other use   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. | **Extract online & ofﬂine CH of BE** |
| 4. **EMOTIONS: BEFORE / AFTER** EM  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.  It was really stressful for the customer while having covid and they are left alone |